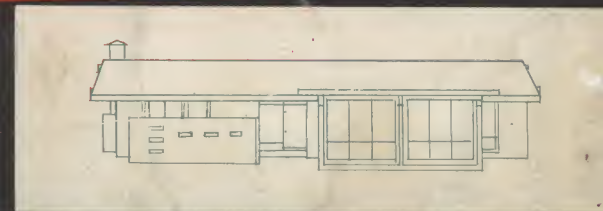
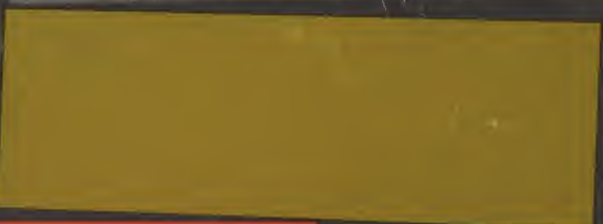


THE
CELOTEX
BOOK
OF

today's new homes

22 ARCHITECT-DESIGNED HOMES OF MODERATE COST



In today's wonderful new home designs, architects present prospective homeowners with marvelous opportunities for "tailor-made" selection. Never before have you had such wide choice of beautiful, distinctive home styles . . . efficient, unusual floor plans . . . attractive exterior treatments . . . new ideas and multi-purpose materials for interiors. Never before have you had such opportunity to select *the* home plan that is exactly suited to *your* family's needs and desires, *your* family's mode of living.

Architects, building material and equipment manufacturers, lumber dealers, builders and contractors have teamed up to bring you homes that offer comforts, conveniences, economy of maintenance, enduring beauty and value that were undreamed of a few years ago. Features that border on the luxurious are now standard in many homes of moderate cost—space-saving built-ins . . . folding partitions that quickly make two rooms out of one, and vice versa . . . air conditioning . . . multi-use rooms . . . window arrangements that bring nature's own mural, the changing outdoor scene, right into your home . . . and dozens of other features that add immeasurably to home enjoyment.

You may discover your "tailor-made" home already built, constructed by a progressive builder who has anticipated the community's need for homes.

Or you may find just the plan you're looking for among the beautiful new architect-designed houses shown in this book. You'll see here a wide variety of styles; all are of excellent

design and construction to insure a permanently sound investment. Complete blueprints and specifications can be obtained through your Celotex Building Products dealer.

Your Celotex dealer can show you many other home plans, too. He can help you secure cost estimates and show you samples of various building materials and equipment. And, if you desire, your Celotex dealer can put you in touch with a reliable builder whose integrity and experience qualify him for the important job of converting your "plan on paper" to the home you visualize.

Plans and specifications

for all houses shown in this book

available through your

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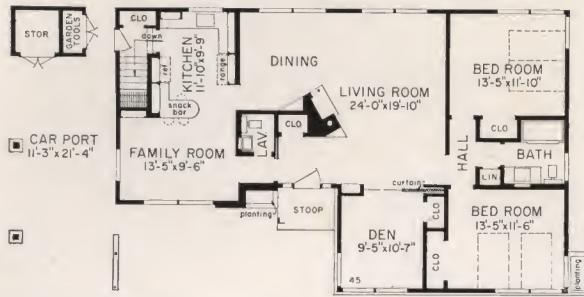
Architect: EDWARD MARKS, A.I.A., SKOKIE, ILLINOIS

FEATURES: Outstanding Western-type ranch design with unusual opportunities for adapting to specific family needs . . . Den, separated from living room by folding partition, can serve as guest bedroom; family room is excellently located for use as future bedroom, by adding wardrobe-partition, thus providing four bedrooms, all with cross-ventilation . . . Natural fireplace . . . Extra lavatory . . . Large storage room at rear of carport.

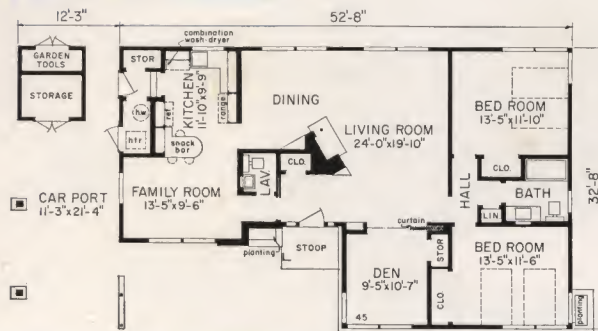
ESTIMATING DATA	PLAN 1	PLAN 2
Living area	1,437 sq. ft.	1,437 sq. ft.
Carport area	320 sq. ft.	348 sq. ft.
Cubic footage—house	25,147 cu. ft.	16,575 cu. ft.
Cubic footage—carport	1,544 cu. ft.	1,759 cu. ft.



Corner fireplace dominates living-dining area.

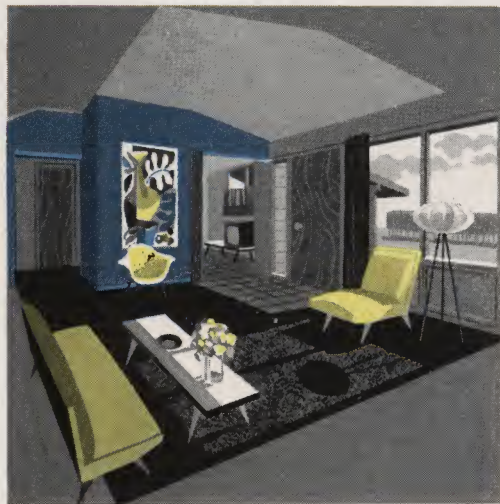


PLAN 1—WITH BASEMENT



PLAN 2—WITHOUT BASEMENT





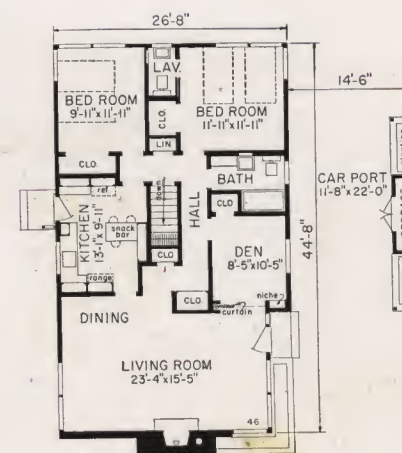
Living room; view toward entrance and den.

Architect: W. H. YAHN, PORTLAND, OREGON

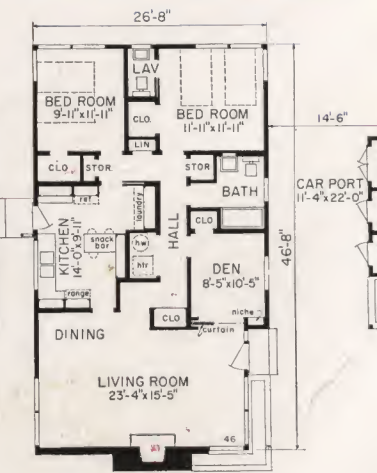
FEATURES: Compact, efficient modified ranch plan . . . Large chimney, extended to form planting box, and corner windows focus interest on sheltered side entrance . . . Den can be used as third bedroom . . . Master bedroom has separate lavatory . . . Living-dining area has studio type ceiling, is full width of house, has windows on three walls, is exceptionally light and well-ventilated . . . Natural fireplace . . . Snack bar in kitchen . . . Storage space in carport.

ESTIMATING DATA	PLAN 1	PLAN 2
Living area	1,157 sq. ft.	1,210 sq. ft.
Carport area	319 sq. ft.	319 sq. ft.
Cubic footage—house	20,537 cu. ft.	13,915 cu. ft.
Cubic footage—carport	1,436 cu. ft.	1,436 cu. ft.

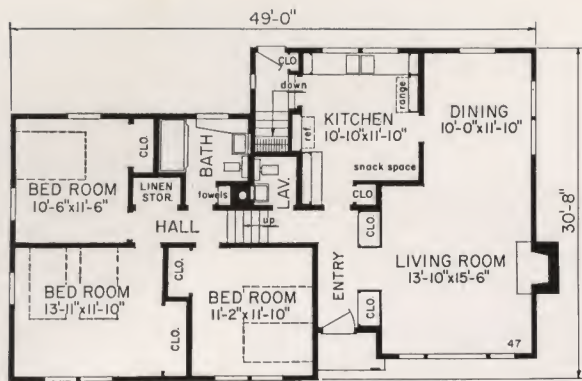
PLAN 1—WITH BASEMENT



PLAN 2—WITHOUT BASEMENT



CELOTEX HOUSE NUMBER 46



SECOND AND
THIRD LEVELS



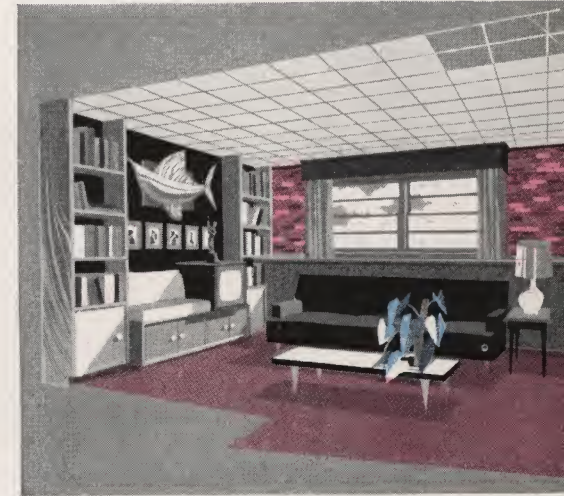
LOWER LEVEL

Architect: EDWARD MARKS, A.I.A., SKOKIE, ILLINOIS

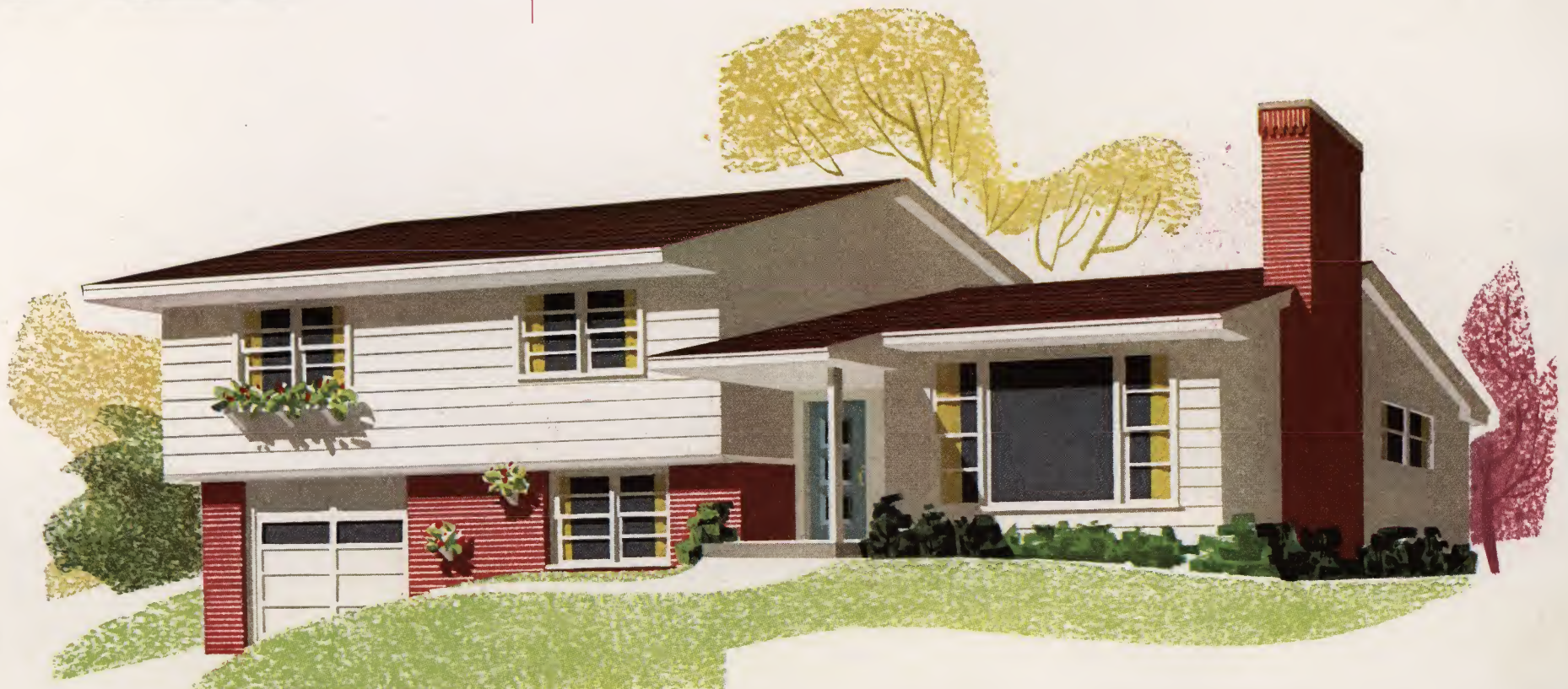
FEATURES: New tri-level design, unusually attractive and practical . . . Living-dining area, kitchen and powder room on ground floor level . . . Three bedrooms and bath on upper level . . . Garage, space for utilities and laundry, storage, and room for recreation, TV, or den on lower level . . . Note twin closets in entry hall, broom closet adjacent to kitchen, and large linen storage . . . Natural fireplace.

ESTIMATING DATA

Living area 1,316 sq. ft.
Cubic footage 19,735 cu. ft.



Suggested design for finishing play room.





CELOTEX HOUSE NUMBER 48

Architect: G. MILTON SMALL, A.I.A., RALEIGH, N.C.

In designing this strikingly attractive ranch-style home, the architect had in mind the family that enjoys the outdoors—from both inside and outside. The two front bedrooms have full-height windows and sliding glass doors that opens to the private enclosed terrace and garden. Rear window wall has sliding glass doors to master bedroom, family room and living room.

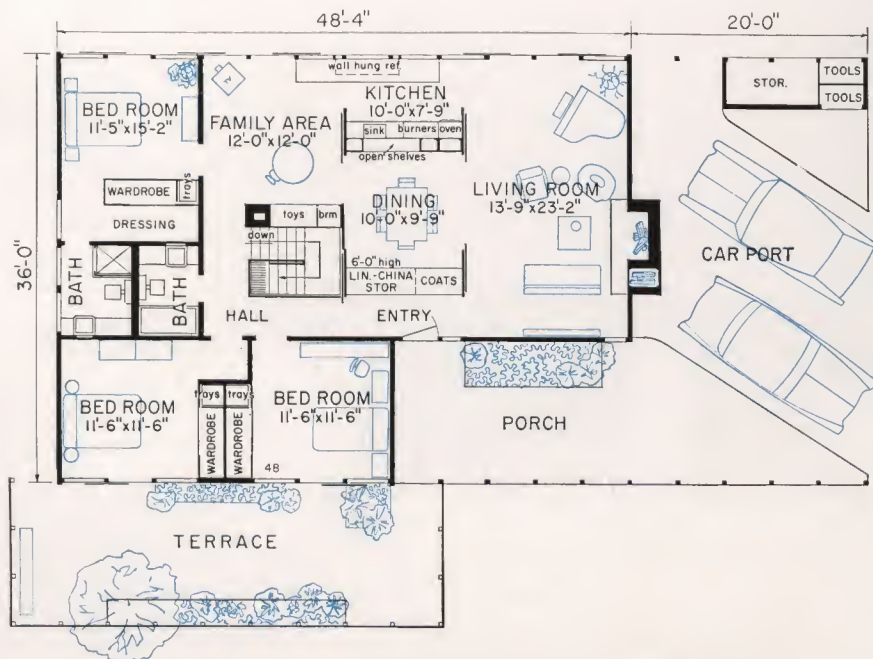
The long, sweeping roof covers living area, large open porch, and two-car port, achieving beautiful over-all unity and simplicity of line. The dining room can be separated from the family area by the ceiling-high sliding doors. Natural fireplace. Master bedroom has separate dressing room and its own bath. All bedrooms have wardrobe closets and built-in trays. Plans available with or without basement.



Family area, isolated from living room, is ideally located for TV room, study, sewing or play room.



Both front bedrooms open to enclosed terrace.

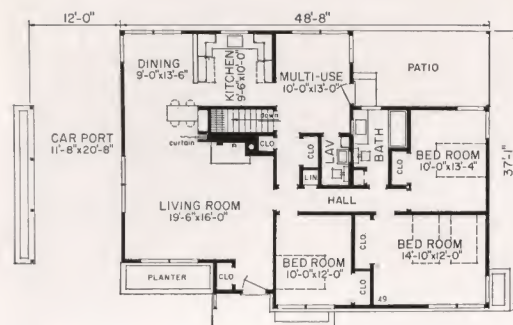


PLAN 1—WITH BASEMENT (Plan 2, without basement, has space for laundry, storage and utilities in area indicated for stairway in Plan 1).

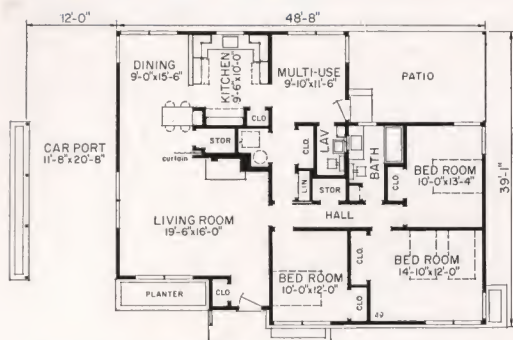
ESTIMATING DATA	PLAN 1	PLAN 2
Living area	1,500 sq. ft.	1,500 sq. ft.
Carport and porch	960 sq. ft.	960 sq. ft.
Cubic footage—house	24,405 cu. ft.	16,500 cu. ft.
Carport and porch	5,280 cu. ft.	5,280 cu. ft.



Patio, enclosed three sides, offers privacy.



PLAN 1—WITH BASEMENT



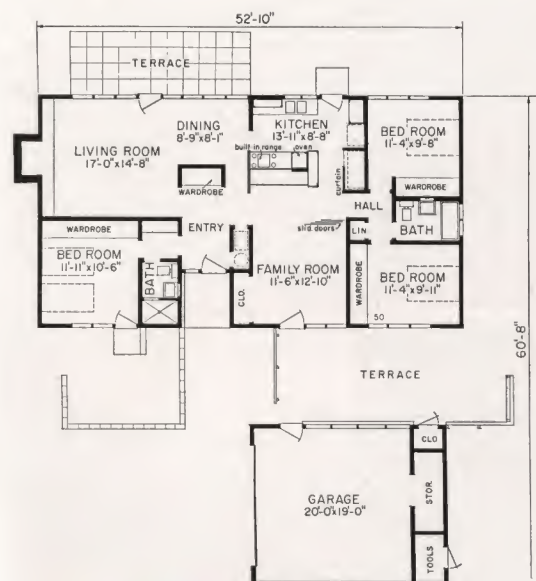
PLAN 2—WITHOUT BASEMENT

CELOTEX HOUSE NUMBER 49

Architect: EDWIN C. BRUNO, A.I.A., SKOKIE, ILLINOIS

FEATURES: Contemporary design with three bedrooms plus a multi-use room that can be used as study, TV room, nursery or sewing room . . . Folding partition between living room and dining area . . . Living room has sloping ceiling and corner fireplace . . . In plan 2, without basement, large storage closets are provided off hall and dining area.

ESTIMATING DATA	PLAN 1	PLAN 2
Living area	1,516 sq. ft.	1,577 sq. ft.
Carport	248 sq. ft.	248 sq. ft.
Cubic footage—house . .	26,530 cu. ft.	18,136 cu. ft.
Cubic footage—carport . .	1,240 cu. ft.	1,240 cu. ft.



PLAN AVAILABLE
ONLY WITHOUT BASEMENT

CELOTEX HOUSE NUMBER 50

Architect: EDWARD H. FICKETT, A.I.A., LOS ANGELES, CAL.

FEATURES: Modern three-bedroom ranch plan with distinctive California charm—so attractive and well-designed that it will be a perfect home in any climate, any setting . . . Deepset, sheltered entrance, flanked by planting . . . Living-dining room has window wall overlooking garden, opens to terrace . . . Sloping ceiling throughout . . . Natural fireplace . . . Ultra-modern kitchen with built-in oven and range . . . Family room has own entrance to play area . . . Two-car garage with storage space.

ESTIMATING DATA	AREA	CUBIC FT.
House	1,481 sq. ft.	15,800 cu. ft.
Garage	483 sq. ft.	4,186 cu. ft.



Fireplace hearth extends full width of living room.



Breezeway may be enclosed for year 'round use.

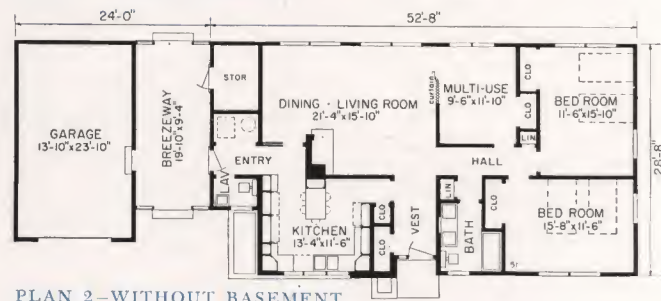
Architect: HOWARD IRWIN, A.I.A., EVANSTON, ILLINOIS

FEATURES: Distinctive ranch design, with kitchen in front and spacious living-dining room overlooking garden . . . Bedrooms are unusually large . . . Multi-use room, separated from living room by folding partition, can be used as third bedroom, den, or TV room . . . Natural fireplace . . . Extra lavatory . . . Efficient U-shaped kitchen with snack bar . . . Note Plan 2, without basement, has large storage closet off breezeway.

ESTIMATING DATA	PLAN 1	PLAN 2
Living area	1,366 sq. ft.	1,450 sq. ft.
Breezeway and garage	562 sq. ft.	562 sq. ft.
Cubage—house	24,880 cu. ft.	17,780 cu. ft.
Breezeway and garage	5,082 cu. ft.	5,082 cu. ft.

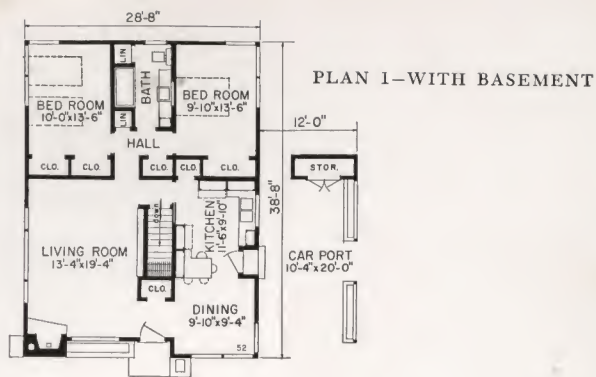


PLAN 1—WITH BASEMENT



PLAN 2—WITHOUT BASEMENT





PLAN 2
WITHOUT BASEMENT

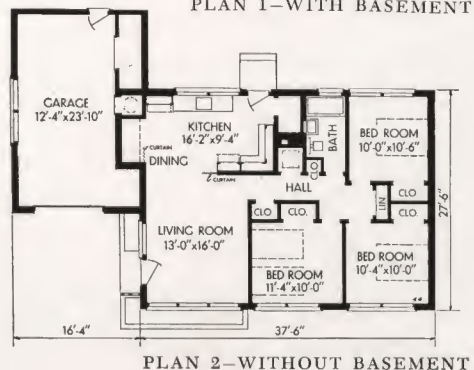
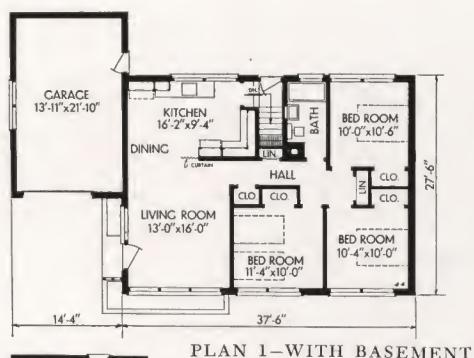


CELOTEX HOUSE NUMBER 52

Architect: W. H. YAHN, PORTLAND, OREGON

FEATURES: Well-planned two-bedroom home . . . Brick chimney and planting boxes accent distinctive design of front entry . . . Natural fireplace . . . In Plan 2, without basement, note added inside storage space and tool room at rear of carport.

ESTIMATING DATA	PLAN 1	PLAN 2
Living area	1,071 sq. ft.	1,129 sq. ft.
Carport area	276 sq. ft.	312 sq. ft.
Cubic footage—house .	19,457 cu. ft.	13,736 cu. ft.
Cubic footage—carport	1,242 cu. ft.	1,404 cu. ft.



CELOTEX HOUSE NUMBER 44

Architect: ARTHUR POSTREGNA, A.I.A., CHICAGO, ILL.

FEATURES: Attractive three-bedroom home with compact, efficient room arrangement . . . Folding partition between living room and kitchen provides expansible dining area . . . Sheltered side entrance. Plan without basement has storage room in garage.

ESTIMATING DATA	PLAN 1	PLAN 2
Living area	1,031 sq. ft.	1,064 sq. ft.
Garage area	330 sq. ft.	381 sq. ft.
Cubic footage—house .	18,301 cu. ft.	12,115 cu. ft.
Cubic footage—garage	2,990 cu. ft.	3,429 cu. ft.



CELOTEX HOUSE NUMBER 53

Architect: ROBT. ELKINGTON, A.I.A.;
PAT EICKMEIER, A.I.T., ST. LOUIS, MISSOURI

FEATURES: This two-story four-bedroom house is contemporary design at its best . . . Planned especially for terraced or below-street-level lot . . . Entire rear wall of first floor is series of glass-panel doors, providing exceptional view, light, and ventilation . . .

All bedrooms have window-wall, shaded by wide overhang of roof and extended sidewalls . . . Twin baths on second floor, lavatory on first . . . Natural fireplace.

ESTIMATING DATA	AREA	CUBIC FT.
House, both floors . . .	1,836 sq. ft.	16,065 cu. ft.
Carport	414 sq. ft.	2,294 cu. ft.

FIRST FLOOR AND
CARPORT LEVELS



SECOND FLOOR LEVEL



CELOTEX HOUSE NUMBER 38

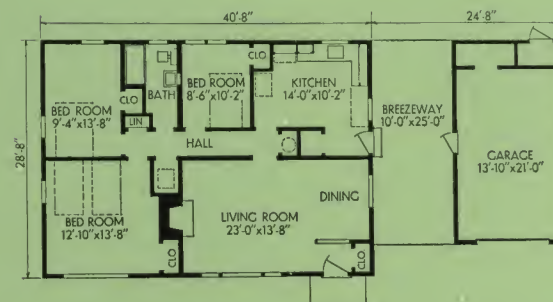
Architect: JEROME WOOD, ROCHESTER, NEW YORK

FEATURES: Modified ranch design, three bedrooms . . . Interesting exterior combines horizontal and vertical siding . . . Natural fireplace . . . Breakfast space in kitchen . . . Disappearing stairway to attic storage. Breezeway can be finished as playroom.

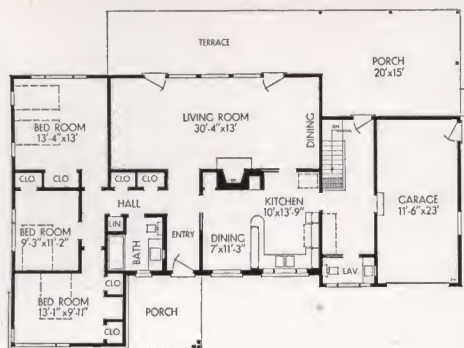
ESTIMATING DATA	PLAN 1	PLAN 2
Living area	1,161 sq. ft.	1,161 sq. ft.
Cubic footage—house .	22,640 cu. ft.	15,093 cu. ft.
Plan 1: Garage, 330 sq. ft., 4,290 cu. ft. Breezeway, 228 sq. ft., 1,083 cu. ft. Plan 2: Garage, 360 sq. ft., 4,400 cu. ft. Breezeway, 248 sq. ft., 1,209 cu. ft.		



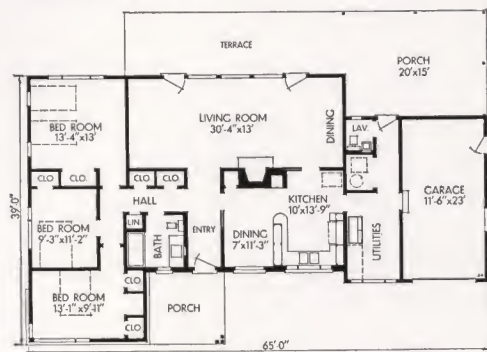
PLAN 1—WITH BASEMENT



PLAN 2—WITHOUT BASEMENT

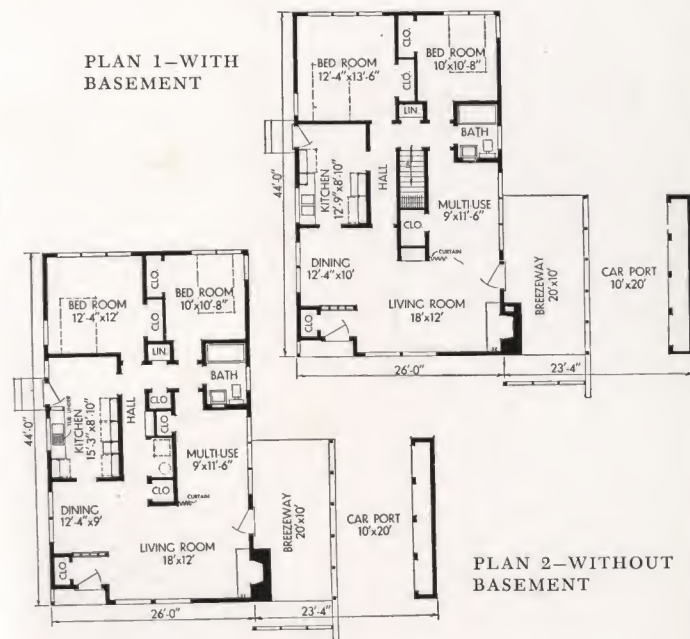


PLAN 1—WITH BASEMENT

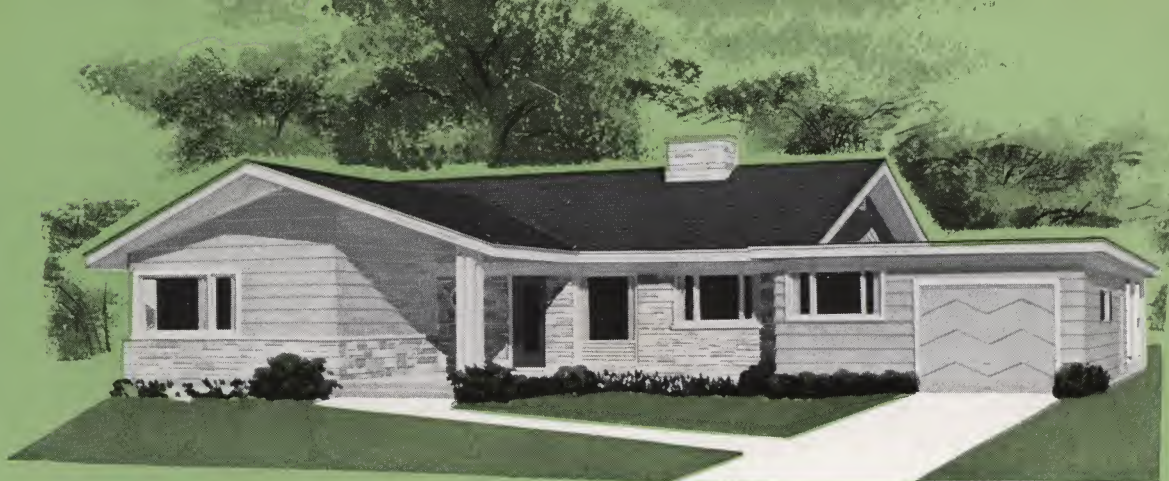


PLAN 2—WITHOUT BASEMENT

PLAN 1—WITH
BASEMENT



PLAN 2—WITHOUT
BASEMENT

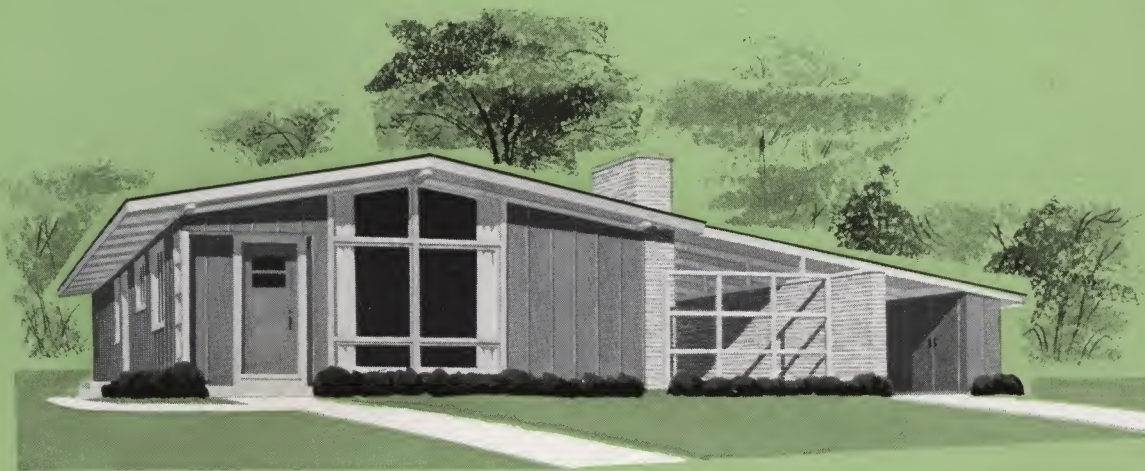


CELOTEX HOUSE NUMBER 34

Architect: MARTIN BRAUN, OAK PARK, ILLINOIS

FEATURES: Three-bedroom modified ranch design . . . Living-dining room opens onto terrace, has sloping beam ceiling . . . Access to all rooms from hall . . . Fireplace wall has built-in barbecue in kitchen . . . Rear porch can be made into den.

ESTIMATING DATA	PLAN 1	PLAN 2
Living area	1,655 sq. ft.	1,655 sq. ft.
Cubage—house . . .	32,050 cu. ft.	21,804 cu. ft.
Plans 1 and 2: Porch, 410 sq. ft., 1900 cu. ft. Garage, 288 sq. ft., 2880 cu. ft.		



CELOTEX HOUSE NUMBER 32

Architect: JAMES R. FETRIDGE, SO. PASADENA, CALIF.

FEATURES: Exposed beam ceiling in living-dining room and den . . . Transom-type sash at bottom of floor-to-ceiling window provide ventilation . . . Folding partition permits use of den as third bedroom. Natural fireplace . . . Storage wall in carport.

ESTIMATING DATA	PLAN 1	PLAN 2
Living area	1,130 sq. ft.	1,130 sq. ft.
Cubage—house . . .	19,646 cu. ft.	12,117 cu. ft.
Plans 1 and 2: Breezeway, 200 sq. ft., 850 cu. ft. Carport, 267 sq. ft., 1,068 cu. ft.		



FEATURES: Three-bedroom home with long, low, ranch-style lines dominated by wide stone chimney, planting box, and corner window . . . Living area and bedrooms accessible from entry hall . . . Snack space in kitchen . . . Extra lavatory.

Living area	1,438 sq. ft.	1,494 sq. ft.
Breezeway area . .	186 sq. ft.	130 sq. ft.
Cubage—house . . .	25,631 cu. ft.	18,304 cu. ft.
Cubage—breezeway .	1,110 cu. ft.	830 cu. ft.

Floor plan for a 30' x 52' house with a carport. The plan shows three bedrooms (15'6" x 11'0", 10'2" x 11'0", and 12'0" x 15'-10"), a living room (21'0" x 13'0"), a dining area (10'0" x 12'4"), a kitchen (14'6" x 10'0"), a bathroom, a hall, and a breezeway (10'0" x 19'0") leading to a carport (19'10" x 23'10"). Closets and a linen closet are also indicated.

Floor plan of a 3-bedroom house. The overall dimensions are 55' 8" wide by 30' 8" deep. The layout includes:

- Bed Room 1:** 13' 8" x 11' 0"
- Bed Room 2:** 10' 2" x 11' 0"
- Bed Room 3:** 12' 9" x 15' 10"
- Dining:** 10' 0" x 12' 4"
- Kitchen:** 17' 6" x 8' 10"
- Living Room:** 21' 0" x 13' 0"
- Bathroom:** 19' 0" x 7' 0"
- Carage:** 19' 10" x 23' 10"

Other features include a central hall, multiple closets (CLO), a linen closet (LIN), a storage area, and a carport (CARNIT COLOS). The plan also shows a driveway and a garage door.



FEATURES: Contemporary flat-roof plan . . . Spacious living-dining room with window-walls at front and rear . . . High bedroom windows permit greater use of wall space for furniture placement . . . Cross ventilation in all bedrooms . . . Vanity lavatory in bath.

Living area	1,088 sq. ft.	1,151 sq. ft.
Cubage—house . . .	17,952 cu. ft.	11,798 cu. ft.

PLAN 1 - WITH CARPORT

Overall dimensions: 40'-0" wide by 32'-0" deep.

Rooms and Dimensions:

- BED ROOM: 13'-1" x 11'-0"
- KITCHEN: 11'-0" x 9'-6"
- DINING: 15'-7" x 9'-2"
- LIVING ROOM: 15'-7" x 9'-2"
- CARPORT: 10'-6" x 23'-0"
- BED ROOM: 10'-6" x 11'-4"
- DEN OR BED ROOM: 10'-6" x 11'-4"
- BATH: 5'-0" x 7'-6"
- HALL
- CLO. (Closets)
- PORCH
- TERRACE
- CEILING STAIRS
- ENTRY
- W.C.
- PLANTING

40' 0"

10' 6"

32' 0"

TERRACE

KITCHEN 9' 6" x 14' 0"

STORAGE

TOOLS

BED ROOM 13' 1" x 11' 0"

CLO

BATH

LINE

DINING

LIVING ROOM 15' 7" x 19' 2"

CARPOR 10' 6" x 23' 0"

HALL

STORAGE SPACE

PLAN 2-W1

BED ROOM 10' 6" x 11' 4"

CLO

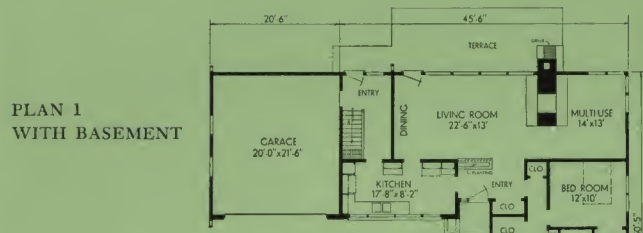
DEN OR BED ROOM 10' 6" x 11' 4"

PORCH

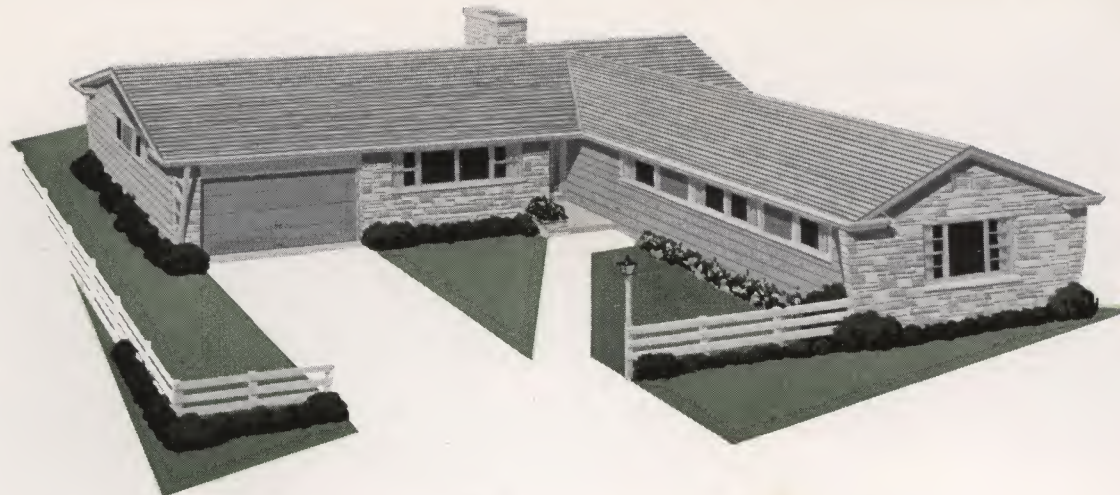
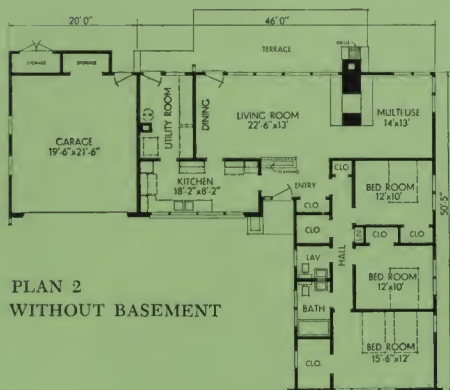
PLANTING

PLAN 2—WITHOUT BASEMENT

PLAN 1
WITH BASEMENT



PLAN 2
WITHOUT BASEMENT



CELOTEX HOUSE NUMBER 31

Architect: HENRY L. NEWHOUSE, A.I.A., CHICAGO, ILL.

FEATURES: "L"-shaped ranch plan, with bedrooms, bath and powder room in one wing, living area in other . . . Large two-way fireplace . . . Planter-divider between living room and reception hall . . . Living room window-wall overlooks terrace and bar-

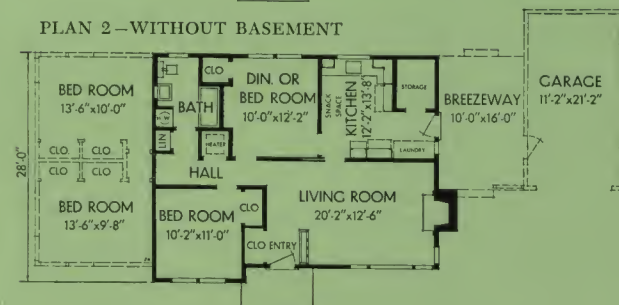
becue . . . Breakfast space in large, light kitchen.

ESTIMATING DATA	PLAN 1	PLAN 2
Living area	1,636 sq. ft.	1,648 sq. ft.
Garage area	472 sq. ft.	516 sq. ft.
Cubage—house . . .	30,606 cu. ft.	20,393 cu. ft.
Cubage—garage . . .	5,818 cu. ft.	6,364 cu. ft.

PLAN 1—WITH BASEMENT



PLAN 2—WITHOUT BASEMENT



Solid lines show plan for original 4-room house.



CELOTEX HOUSE NUMBER 26

Architect: HOWARD IRWIN, A.I.A., EVANSTON, ILLINOIS

FEATURES: Planned for two-stage construction . . . Can be built first as four-room house; two bedrooms may be added later . . . Bedroom adjacent to kitchen becomes dining room after expansion . . . Garage and breezeway can be added later without alterations.

ESTIMATING DATA FOR 6-ROOM HOUSE PICTURED

	PLAN 1	PLAN 2
Living area	1,270 sq. ft.	1,270 sq. ft.
Cubage—house . . .	21,156 cu. ft.	15,500 cu. ft.
Plans 1 and 2: Breezeway, 160 sq. ft., 693 cu. ft.		
Garage, 264 sq. ft., 2,288 cu. ft.		



CELOTEX HOUSE NUMBER 25



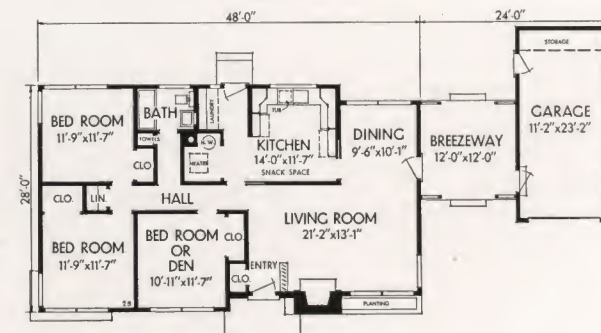
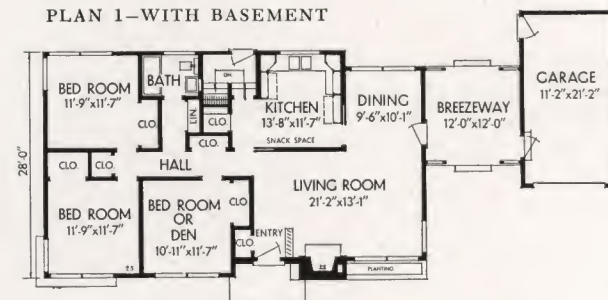
Architect: JEROME WOOD, ROCHESTER, NEW YORK

FEATURES: Rambler design with long, low lines . . . Impressive stone chimney and sheltered entrance . . . Semi-separate dining area . . . Natural fireplace . . . Top sash of corner picture window are awning type for ventilation . . . Extra closets and storage space . . . Bedroom closets have sliding doors . . . Model "U" planned kitchen with breakfast area. In Plan 2, without basement, garage is larger to permit storage cabinets against rear wall.

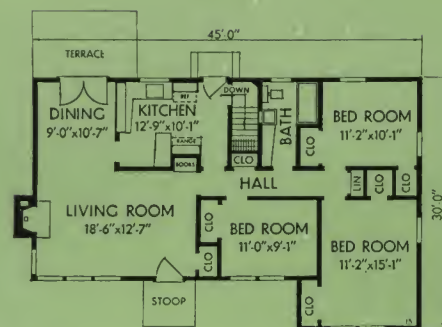
ESTIMATING DATA	PLAN 1	PLAN 2
Living area	1,276 sq. ft.	1,276 sq. ft.
Garage area	264 sq. ft.	284 sq. ft.
Cubage—house	24,244 cu. ft.	16,260 cu. ft.
Cubage—garage	2,772 cu. ft.	3,024 cu. ft.

Plans 1 and 2: Breezeway, 144 sq. ft., 684 cu. ft.

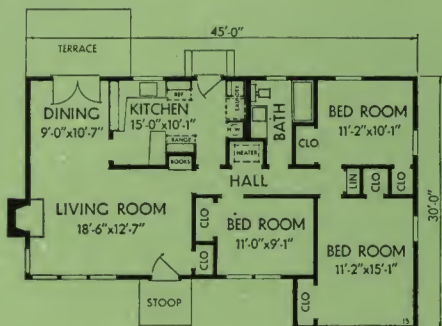
PLAN 1—WITH BASEMENT



PLAN 2—WITHOUT BASEMENT



PLAN 1—WITH BASEMENT



PLAN 2—WITHOUT BASEMENT



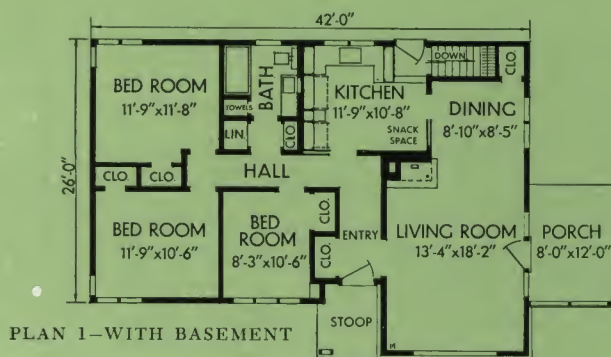
CELOTEX HOUSE NUMBER 13

Architect: JAMES R. PETRIDGE, S. PASADENA, CALIF.

FEATURES: True Western ranch style three-bedroom home . . . Attached garage can be added and terrace converted into connecting porch. Built-in conveniences include living room book shelves with card-table closet below; vanity lavatory in bath;

snack bar in kitchen; serve-through between dining room and kitchen . . . Natural fireplace.

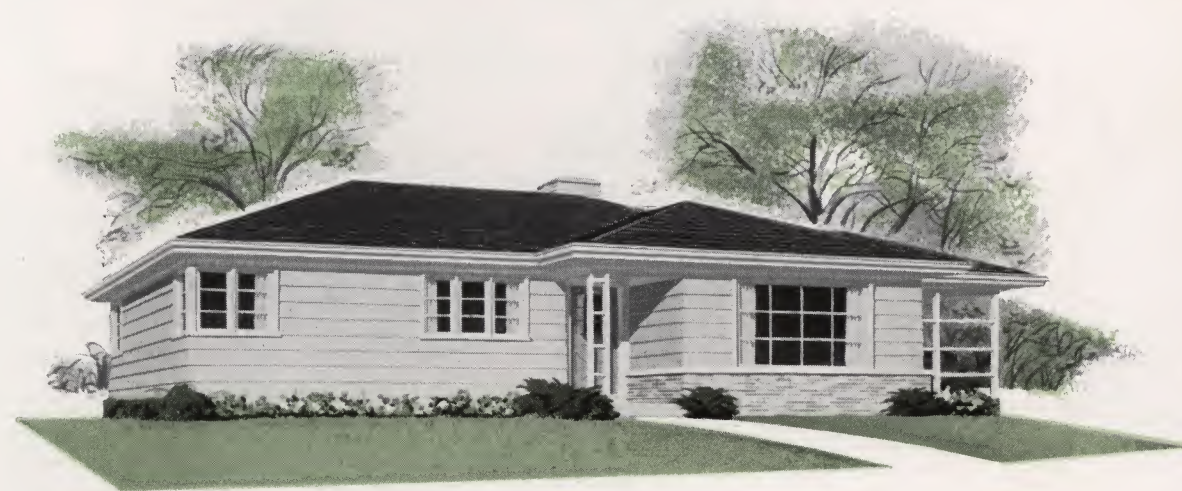
ESTIMATING DATA	PLAN 1	PLAN 2
Living area	1,167 sq. ft.	1,167 sq. ft.
Cubic footage . . .	21,630 cu. ft.	14,466 cu. ft.



PLAN 1—WITH BASEMENT



PLAN 2—WITHOUT BASEMENT



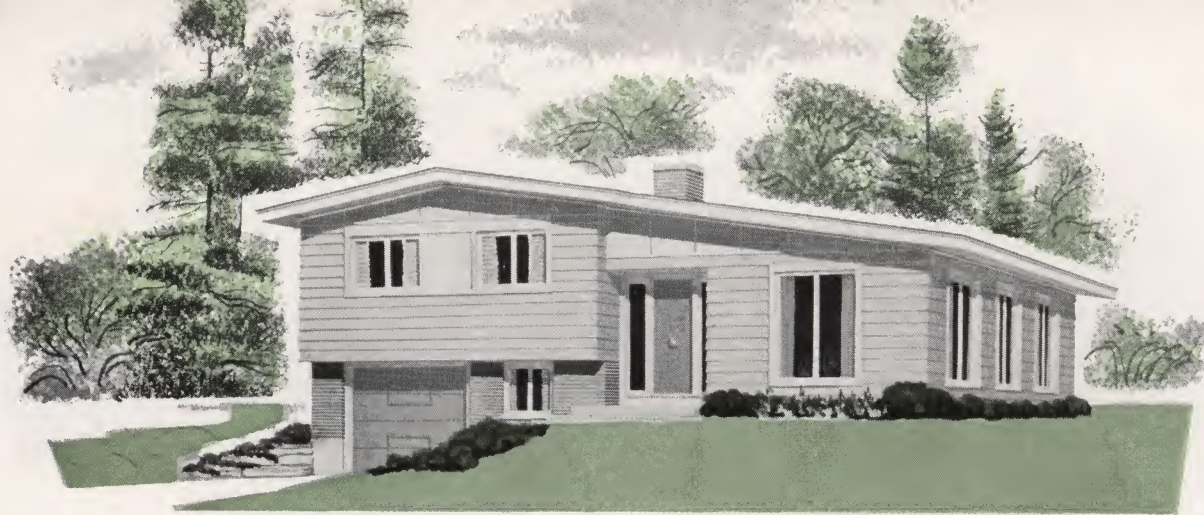
CELOTEX HOUSE NUMBER 11

Architect: GERALD A. PERKINS, GLEN ELLYN, ILLINOIS

FEATURES: Modified ranch type with sheltered entrance and wide projecting eaves . . . Excellent room arrangement with all rooms accessible from hall . . . If lot size permits, garage can be added at right and porch made into connecting breezeway . . . Modern

corner fireplace . . . Kitchen has space for table and chairs . . . Vanity lavatory in bathroom.

ESTIMATING DATA	PLAN 1	PLAN 2
Living area	1,151 sq. ft.	1,218 sq. ft.
Porch area	139 sq. ft.	153 sq. ft.
Cubage—incl. porches	22,120 cu. ft.	15,990 cu. ft.



CELOTEX HOUSE NUMBER 36

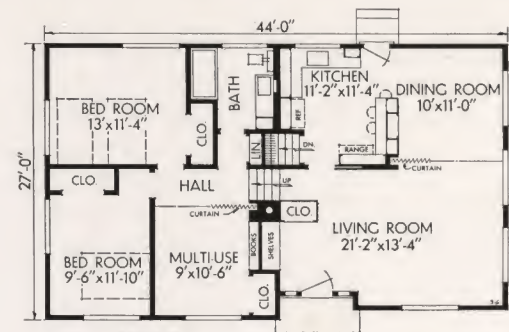
Architect: JEROME WOOD, ROCHESTER, NEW YORK

FEATURES: Contemporary tri-level design . . . Garage, utilities, laundry, and lavatory on lower level . . . Living area, featuring sloping ceiling, on ground floor . . . Bedrooms, multi-use room (or third bedroom) and bath on third level . . . Exterior design

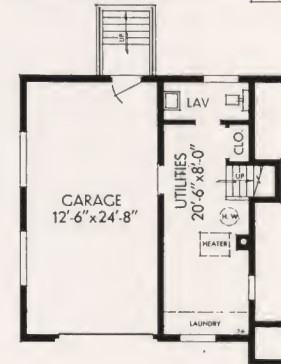
achieves graceful beauty through low, long slope of gable roof, overhanging eaves, and tall gliding-type windows in living-dining room.

ESTIMATING DATA

Living area 1,156 sq. ft.
Cubic footage 17,095 cu. ft.



SECOND AND
THIRD LEVELS



LOWER LEVEL PLAN



CELOTEX HOUSE NUMBER 10

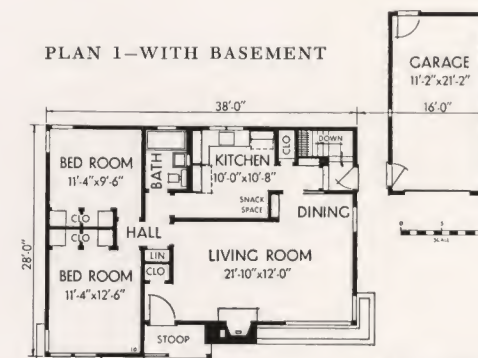
Architect: EDWIN C. BRUNO, A.I.A., SKOKIE, ILLINOIS

FEATURES: Combination of vertical and horizontal wall treatments lends unusual interest and individuality . . . Natural fireplace . . . Built-in china cabinet . . . Breakfast space in kitchen . . . Both bedrooms have large wardrobe-type closets.

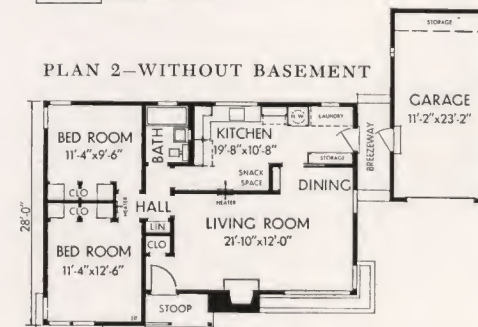
ESTIMATING DATA

	PLAN 1	PLAN 2
Living area	962 sq. ft.	962 sq. ft.
Garage	264 sq. ft.	288 sq. ft.
Cubage—house	17,620 cu. ft.	11,544 cu. ft.
Cubage—garage	2,816 cu. ft.	3,072 cu. ft.

PLAN 1—WITH BASEMENT



PLAN 2—WITHOUT BASEMENT



BUILDING TERMS

- or with these
- # TERMS
-
1. Siding
2. Gable
3. Eave
4. Window
5. Siding
6. Foundation
7. Foundation
8. Foundation
9. Foundation
10. Foundation
11. Foundation
12. Foundation
13. Foundation
14. Foundation
15. Foundation
16. Foundation
17. Foundation
18. Foundation
19. Foundation
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21. Foundation
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29. Foundation
30. Foundation
31. Foundation

FOUNDATIONS

A sound foundation is the beginning of a good house. It supports the entire load of the building, must be constructed to prevent settling of the structure, and, for a house with basement, it must keep out moisture.

Foundation *footings* are the wide bases of poured concrete on which the walls stand. They must rest on solid, undisturbed earth. Foundation *walls* may be poured concrete, concrete block, or other masonry units.

The type of foundation required depends on (1) condition of soil, drainage, climate and (2) whether you build with full basement, or on a concrete slab, or with crawl space.

CRAWL SPACE CONSTRUCTION

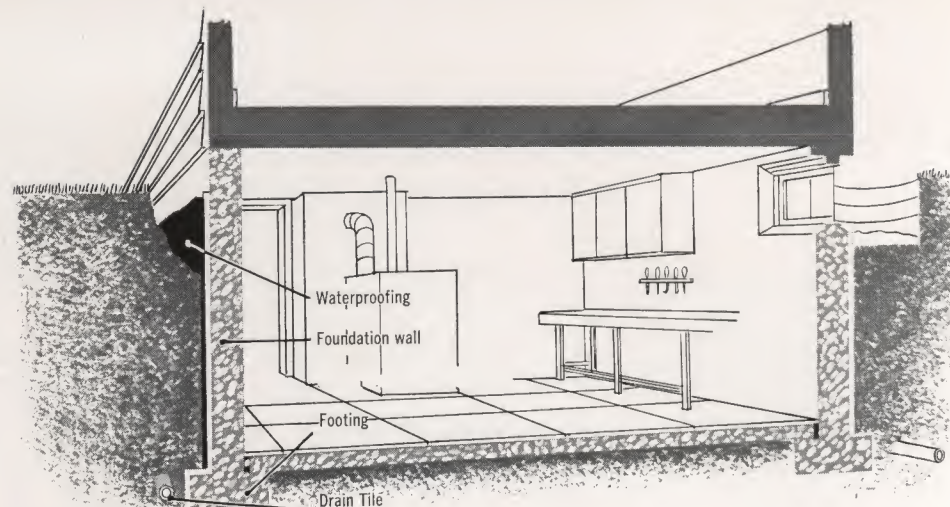
Here the floor of the house is two to three feet above the ground. Floors over crawl space must be insulated to make them comfortable in winter, and to prevent heat waste. Insulation may be Celotex* Rock Wool Blankets between floor joists, or Celotex Insulating Sheathing applied to underside of joists.

CONCRETE SLAB CONSTRUCTION

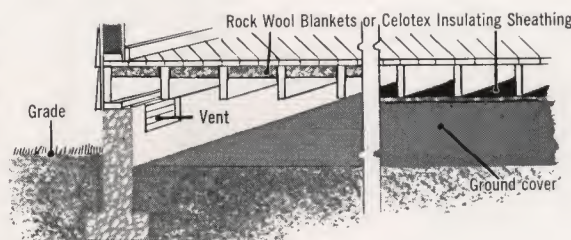
This is a popular method of building a basementless house. The slab (floor) itself is above ground level, and is poured over a bed of crushed stone or gravel for protection against ground moisture. To reduce heat loss through the slab, and to protect against "sweating" due to cold floors, all edges as well as a two-foot perimeter under the slab must be insulated.

Since the concrete is poured right over the insulation, a crush-resistant, waterproofed insulating material is used. Celotex House specifications call for Flexcell* Perimeter Insulation, a Celotex cane fiber board which is asphalt-impregnated by a special method that coats each fiber, but does not fill up the tiny air cells that give the board its insulation value.

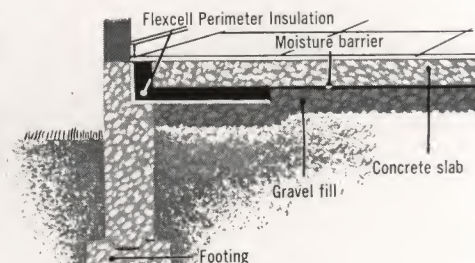
FLEXCELL Board is also widely used as a sill sealer and as an expansion joint filler in all types of concrete work—sidewalks, curbs, floors, highways, airports. The strong springy fibers compress as the concrete expands in hot weather; when the slab cools and contracts, the resilient board re-expands to keep the joint snugly filled.



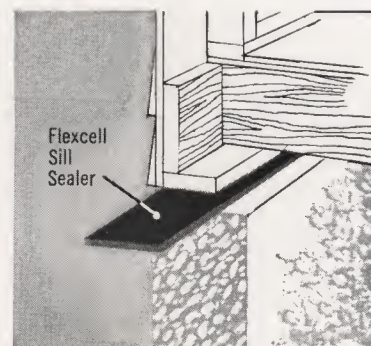
FULL BASEMENT



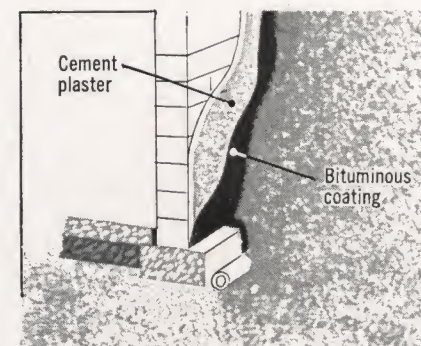
CRAWL SPACE



CONCRETE SLAB



Sill Sealer. A strip of Flexcell Sill Sealer is used as a sealer between the top of the foundation and the sill. It acts as a gasket—moulds to the rough wall surface, seals out drafts.



Masonry Walls. For best construction, basement walls of concrete block should be waterproofed with Portland cement plaster and bituminous coating.

WALLS

SHEATHING

*that makes your house stronger
and insulates at the same time*

In houses of frame construction, the wood skeleton (wall studding) is covered with sheathing before exterior (siding, shingles, brick veneer or stucco) is applied.

The function of any sheathing material is to hold the framing together, keep out wind and weather, and brace the walls against strain and wind force. The sheathing specified for Celotex Houses does much more, however. It not only has far greater structural strength than ordinary sheathing, but it also makes the house more wind-tight—never cracks, warps, or shrinks. And it insulates!

Celotex $2\frac{5}{32}$ " Insulating Sheathing has three times the insulating value of ordinary sheathing—makes your home more comfortable, more healthful, cuts fuel bills. Yet you pay no more for these extra advantages, because this multi-duty product costs no more applied (usually less) than ordinary non-insulating sheathing.

DOUBLE-WATERPROOFED for extra protection against moisture. Celotex Insulating Sheathing is waterproofed *inside* by integral treatment (coating of individual fibers during manufacture) to make it water-resistant through and through—then the board is waterproofed *outside* by an asphalt "raincoat" on both sides and all edges.

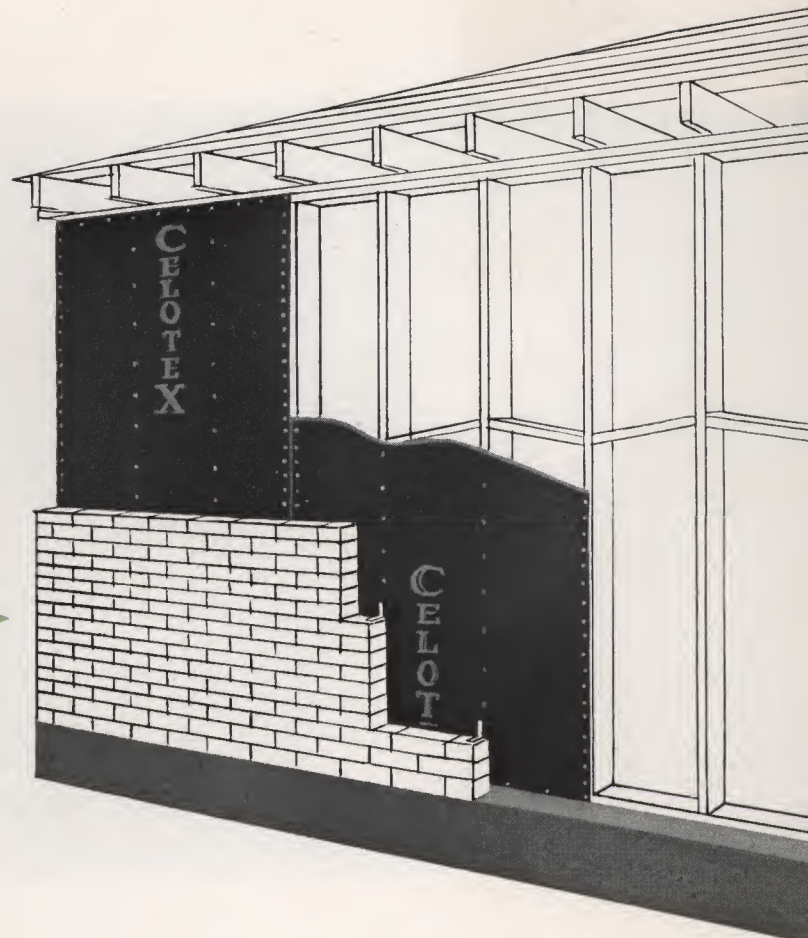
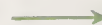
Though double-waterproofed, the board is vapor-permeable—that is, it allows excess vapor (evaporated moisture), always present in a home, to pass through it.

And here's another "extra" feature of Celotex Insulating Sheathing. During manufacture, the cane fibers are chemically treated by the exclusive Ferox® process—demonstrated by laboratory tests and years of use to protect the board effectively against termites and dry rot.

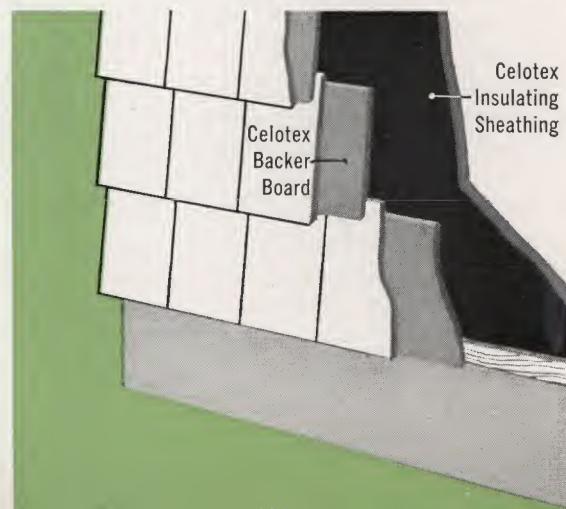


The yellow brand name on the big black boards identifies genuine Celotex Double-Waterproofed Insulating Sheathing.

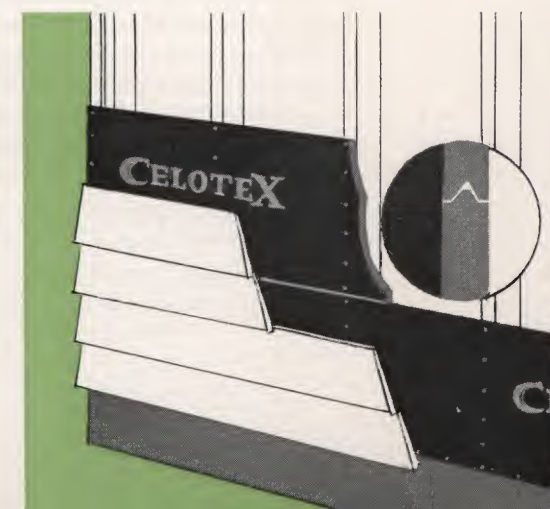
Big Board Sheathing (4 ft. wide) spans 3 stud spaces, covers full wall height in one piece, provides jointless windtight surface. Needs *no corner bracing* to meet FHA requirements for structural strength—an added saving in construction costs.



For wood shingle exterior, recommended construction is Celotex Backer Board, a cane fiber product, as under-course. Provides extra insulation and deep shadow line.



Center Matched Sheathing is 2 ft. x 8 ft., has snug "V" type tongue-and-groove joint on horizontal edges to protect against wind infiltration.





CELOTEX
THE GREATEST NAME IN INSULATION

A **Life-of-Building Guarantee** *N*
Celotex Insulating Sheathing

This guarantee covers approximately _____ square feet of $\frac{1}{2}$ " or $\frac{3}{4}$ " Celotex Insulating Sheathing applied in the dwelling located at _____ STREET _____ CITY _____ STATE _____ for _____ OWNER'S NAME _____

Genuine Celotex Insulating Sheathing is manufactured principally from Louisiana Cane Fiber and is guaranteed for the normal life of and building—

- to be moisture repellent
- to maintain its insulating efficiency
- to be protected against vermin and dry rot attack
- to provide the bracing strength to the framework of the structure required by building regulations

to meet the physical property requirements of Class E—Federal Specification U.S.P. 1215, Commercial Standard (S42) of U. S. Dept. of Commerce and American Society for Testing Materials C208-48.

Such guarantee, however, shall be subject to the following conditions and shall be voided if not satisfied by our carrying out and discharging the following obligations and arrangements, which shall constitute our sole and exclusive undertaking hereunder:

During the normal life of and building upon return of this guarantee we will furnish without cost to the above named owner NEW CELOTEX INSULATING SHEATHING to equal in amount of said product having guaranteed as we determine to our satisfaction to have failed to comply with this guarantee provided said product has been used and applied fully in accord with manufacturer's specification effective at the time of such insulation and said building has not been burned, registered, moved or damaged by structural or foundation failure or by vandalism and parts of an inevitable nature, but shall have been kept usable, weatherproofed, surfaced and in good repair.

This guarantee supersedes all other guarantees, warranties and any other express or implied liability in connection with the sale or use of the product specified above.

THE CELOTEX CORPORATION

By _____ VICE PRESIDENT

Countersigned and Validated: _____ SPECIAL OFFICER

Dated at Chicago, Illinois _____

CELOTEX CORPORATION
SEAL
1935
CHICAGO, ILL.

CELOTEX INSULATING SHEATHING IS GUARANTEED FOR THE LIFE OF THE BUILDING

The Celotex Corporation, through your builder, offers you a Guarantee Certificate (illustrated in reduced size above) which states—under reasonable and clearly-expressed conditions—that: If the Celotex Insulating Sheathing in your home fails to comply with any part of the Guarantee at any time within the normal life of the building, The Celotex Corporation will furnish an equivalent quantity of new Celotex Insulating Sheathing—without cost or obligation to you.

The Celotex Corporation can make this Life-Of-The-Building Guarantee . . . because of the known basic quality of Celotex Insulating Sheathing and its outstanding performance record; it has proved itself over a period of more than a third of a century, in the construction of hundreds of thousands of homes.



CEILINGS

No matter what part of the country you live in, ceiling insulation is a "must" for good house construction. It helps shut out oven-like temperatures of the attic in summer, helps hold heat in the house in winter.

Specifications for Celotex Houses call for Full Thick or Reflective Celotex Rock Wool Blankets in all top-floor ceilings.

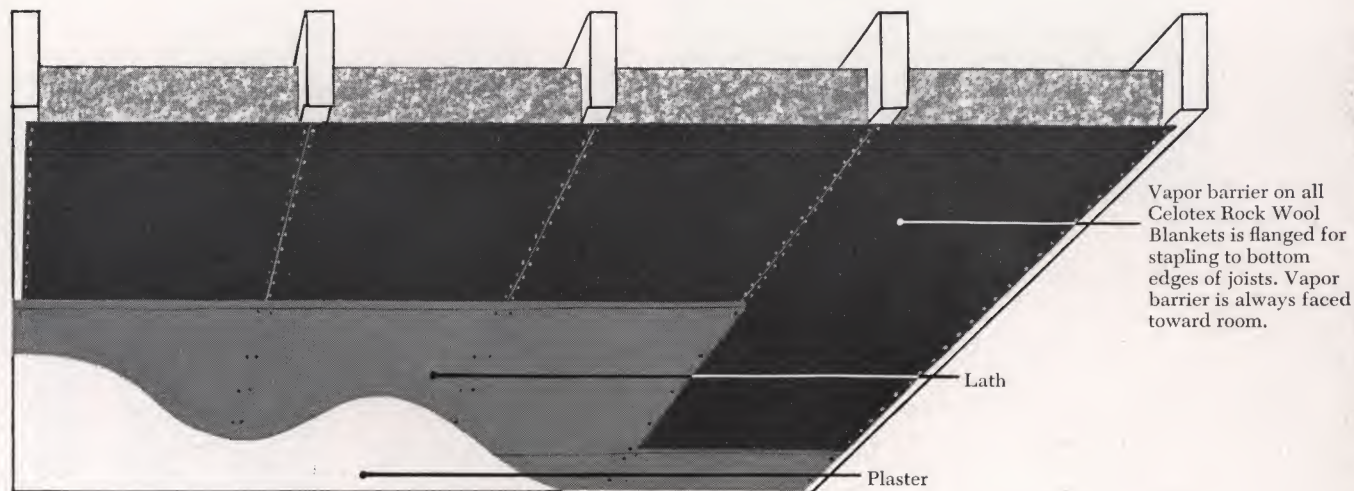
Rock Wool *really* is made from rock. Melted at a temperature of approximately 2600° Fahrenheit, the rock is "spun" by steam pressure into springy, thread-like fibers. By use of a special "binder," the fibers are formed into compact, fluffy blankets of various thicknesses. The blankets are encased with a special paper for easy handling and secure installation, and cut into 2 ft., 4 ft., or 8 ft. lengths. The face covering is an extra tough *vapor barrier* paper and is flanged for easy nailing or stapling to ceiling joists as shown in the drawing above.

Celotex Rock Wool is one of the most efficient insulating materials known to science. A 3-inch thickness of this light, wool-like material stops heat better than a common brick wall 54 inches thick.

THREE TYPES OF CELOTEX ROCK WOOL BLANKETS

1. *Semi-thick*.
2. *Full Thick*—for added insulation value.
3. *Reflective*—A "double duty" product combining a vapor barrier and two efficient insulating materials—an encased rock wool blanket that retards flow of conductive heat and a special reflective surface that retards flow of radiant heat.

In ceilings, install Celotex REFLECTIVE Rock Wool Blankets with reflective surface facing up, toward roof.



ceilings are insulated for summer comfort . . . winter comfort . . . fuel savings



INSULATING CEILING FROM ATTIC SIDE

There are two ways to insulate after ceiling construction is completed:

1. Use Celotex Hand Pouring Home Insulation, a rock wool product specially manufactured to be poured directly from bags into the open spaces between joists. Very economical—one bag covers approximately 25 square feet of attic floor to a depth of 3 inches.
2. Use Celotex Rock Wool Blankets, placing them end-to-end between joists. Install with the vapor barrier down.

VENTILATION

The enclosed space above ceiling insulation should be ventilated by means of roof or gable louver to move out heated air in summer, and to remove vapor or moist air in winter, thereby reducing possible condensation.

WALLS

Using Gypsum Lath as a plaster base

Gypsum is a crystalline mineral, or rock, found in large deposits, and is mined or quarried much like coal. By special manufacturing processes, most of the chemically combined water is removed, the gypsum is refined, and reduced to a fine white powder. Essentially, this powder is gypsum plaster—and when water is added, the plaster “sets,” becomes hard and rock-like again.

Gypsum lath is a sheet or panel of gypsum plaster encased in tough-fibred paper. It is strong, rigid, and easily nailed to wood framing or furring strips. The paper covering is permanently bonded to the core, and provides an excellent surface for plastering.

INSULATION REQUIREMENTS

Gypsum lath is not an insulating material. Where it is used, there are two ways to provide wall insulation:

1. Use Celotex Insulating Sheathing on the other side of the wall (see Fig. 1). This is a widely used combination and greatly increases the insulation value of the wall.
2. For additional insulation, use Celotex Insulating Sheathing *plus* Celotex Rock Wool Blankets (Fig. 2). While this construction adds another material, and therefore another cost, it gives you extra high insulating efficiency. And it pays lifetime dividends in comfort and fuel savings.

CELO-ROK® brand Gypsum Products are manufactured in Celotex-owned plants, which are located at gypsum deposits of highest quality. In manufacture, every control is exercised to make Celo-Rok Anchor Lath . . . Celo-Rok Plasters . . . Celo-Rok Weatherproof Sheathing . . . and Celo-Rok Wallboards . . . the most reliable gypsum products obtainable.

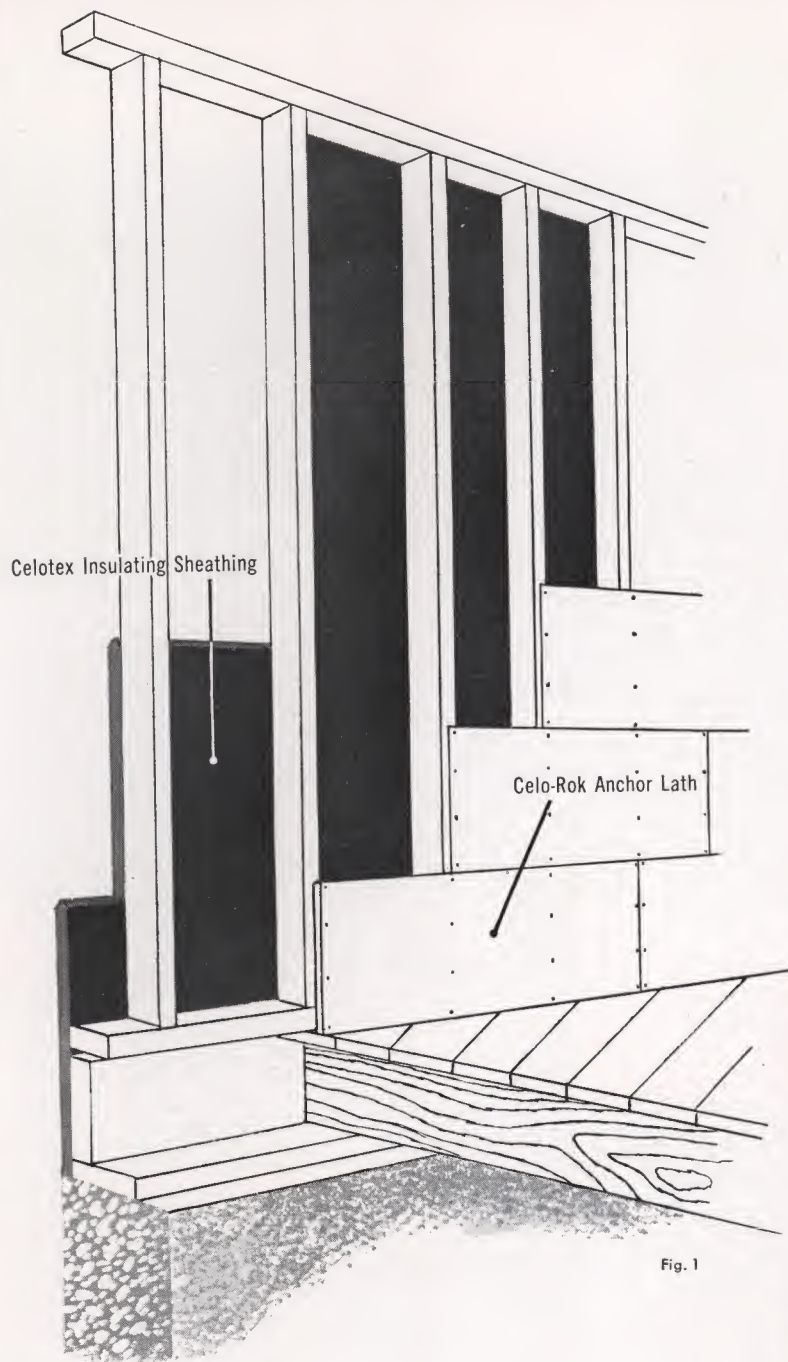


Fig. 1

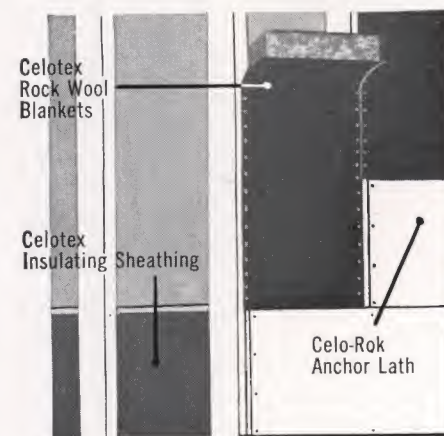


Fig. 2

The eight-foot long Celotex Rock Wool Blankets cover from floor to ceiling in one piece. There's no waste, minimum cutting, and a continuous vapor barrier.



DRY WALL CONSTRUCTION

Strong, smooth walls without visible joints

In many sections of the country, a popular method of building interior walls is "dry" wall construction—that is, without plaster. The most widely used material for this type of construction is gypsum wallboard—sometimes called "plaster board." These are big wide panels made with a gypsum core encased in tough, smooth paper especially manufactured for this purpose. They are easily painted or wallpapered.

Celotex House specifications list this method of construction as an "alternate"—something to be decided by you. The recommended product for this use is *Tapered Edge Celo-Rok Gypsum Wallboard*—because it is designed for a special concealed joint treatment.

INSULATION REQUIREMENTS

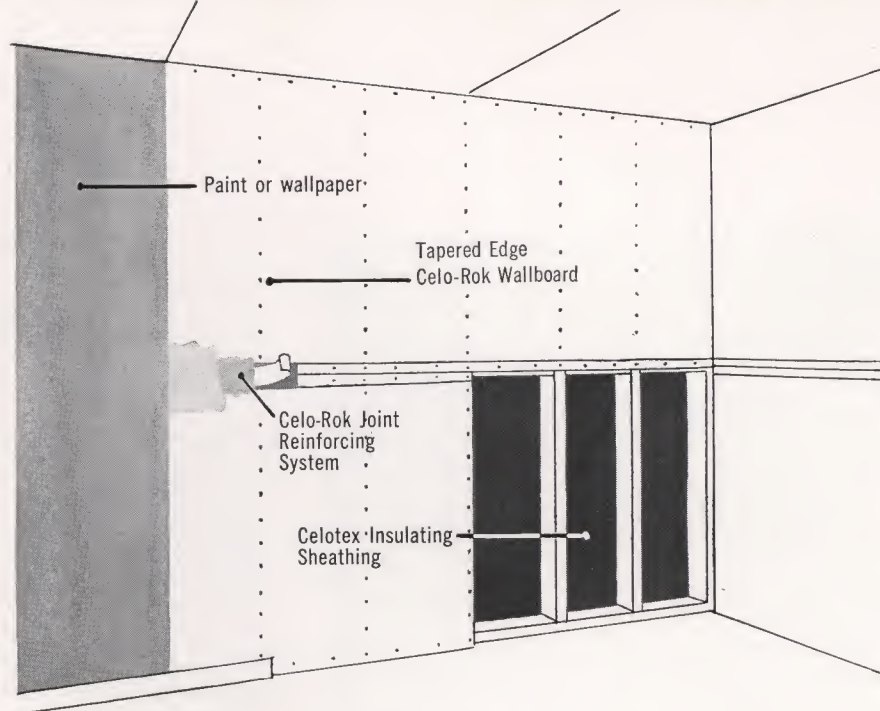
Where this dry wall method is used, the home should be insulated with Celotex Insulating Sheathing on the outside of the wall, and Celotex Rock Wool Blankets in walls and top-floor ceilings.

THE CELO-ROK JOINT REINFORCING SYSTEM

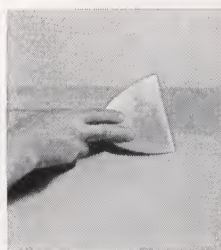
The smooth, seamless effect of the finished "dry" wall using Tapered Edge Celo-Rok Wallboard is made possible by the Celo-Rok Joint Reinforcing System, applied as shown at right. Joints are strongly reinforced and completely concealed.

YOU CAN REINFORCE JOINTS AND FINISH WALLS WITH CELO-ROK DRY WALL FINISH

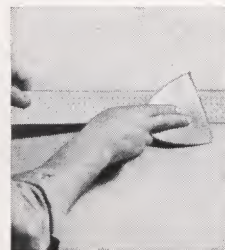
This is a factory-mixed, ready-to-use rubber base product used to reinforce gypsum wallboard joints. In addition, the same product, when thinned, is used as sealer, primer and decorative textured finish for the entire wall and ceiling. It can be applied with brush or roller, and may be used in its natural white color or tinted.



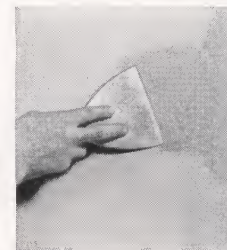
THE CELO-ROK JOINT REINFORCING SYSTEM



1. The "valley" formed by the tapered edges is buttered with joint reinforcing cement.



2. The reinforcing tape is then pressed into the joint cement.



3. Two thin coats of joint finish are applied and the joint lightly sanded after each application.



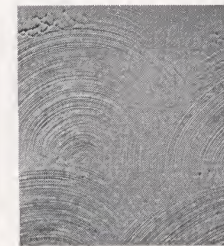
4. A sealer is applied and the surface is ready for paint or wallpaper.



Stippled texture applied with stippling roller.



Striated design created with stiff brush.



Swirl finish made with a convex stiff brush.

DRY WALLS AND CEILINGS

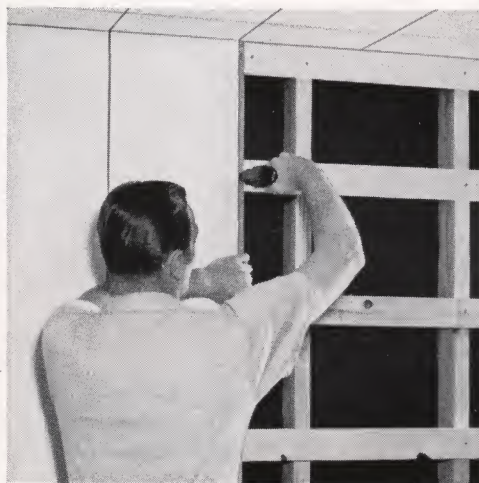


INSULATING TILE BOARD. Square and rectangular units with beveled edges and "E-Z" type joint that conceals staples or nailheads. Sizes 12" x 12", 12" x 24", 16" x 16", 16" x 32". In Ripple Blend, Willow Green, Sierra Rose, Sculptured White, Linen White, and White Perforated.

HERE IS ANOTHER METHOD OF DRY WALL AND CEILING CONSTRUCTION . . . a money-saving method, too, because the products used not only are low in cost, but they do three jobs at the same time—they *build, insulate, and decorate!*

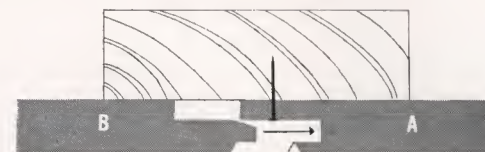
These insulating panels, called Celotex Interior Finishes, are offered in a wide selection of shapes, sizes, textures, and exclusive colors. Because of this variety, you'll find it easy to plan really smart interiors by combining the various panels in different designs.

No painting or papering required, because the panels are beautifully pre-decorated. The high insulation value of these genuine cane fiber products makes interiors cooler in summer, warmer in winter. Save fuel, too!



INSULATING FINISH PLANK. Narrow panels with beveled long edges and "E-Z" joint for concealed nailing or stapling. Widths: 8", 12", 16". Lengths: 8', 10'. In Ripple Blend, Linen White, Sierra Rose, and Willow Green.

Celotex Interior Finishes are easily and quickly applied—in new rooms by stapling or nailing to framing or furring—over existing walls by adhesives and nailing.



SPECIAL JOINT HIDES NAILHEADS OR STAPLES

This exclusive "E-Z" joint design on Celotex Tile Board and Finish Plank completely conceals nailheads or staples. Makes application rapid and easy, securely interlocks panels. Nail or staple is driven into the flange of Tile A. Then the tongue of Tile B is slipped into groove of Tile A, providing a decorative V-joint—snug and dustproof.



INSULATING BUILDING BOARD. Big lightweight panels for economical wall and ceiling construction. Quickly, easily applied. Square edges. Sizes: 4' wide x 6', 7', 8', 9', 10', 12' long. Pre-decorated in attractive textured White finish.



White Tile Board adds interest and distinction to any room.



Ripple Blend Tile Board—three harmonious tints for application in random arrangement.

CELOTEX INSULATING TILE BOARD FOR ATTRACTIVE LOW-COST CEILINGS

Celotex Tile Board is the perfect decorative complement for any wall material—wood paneling, paint, wallpaper, window walls, or Celotex Finish Plank.

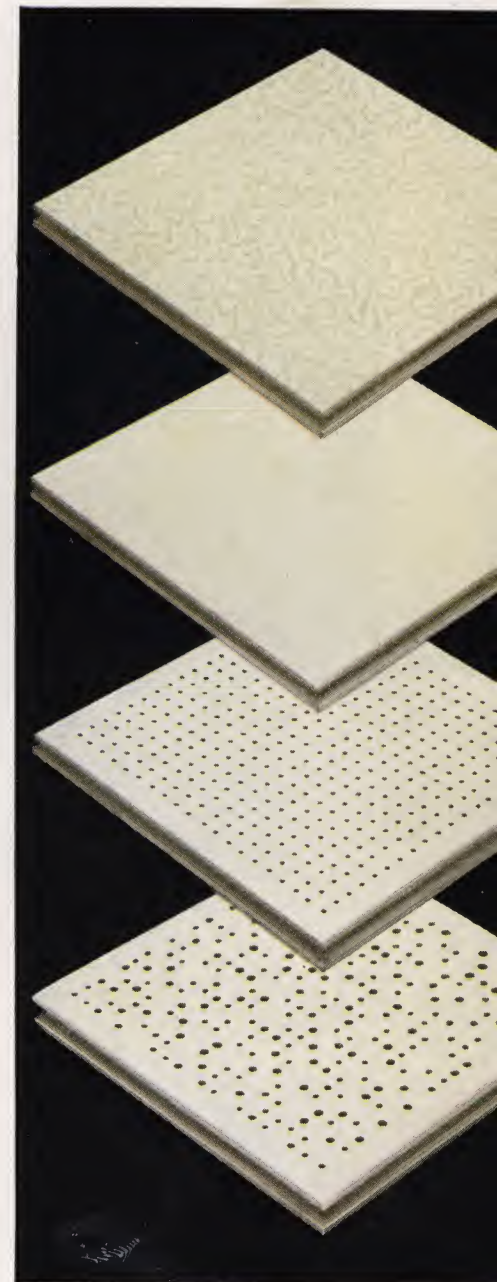
Used in the finest homes, Tile Board is architecturally appropriate for both modern and traditional interiors. The neat “V” groove, produced by joining bevel edges, and the all-over pattern of squares or rectangles add decorative interest that never loses its appeal.

Choose from an array of exclusive finishes and textures. If you prefer White, you have a choice of the four types illustrated below. Sculptured White and Linen White are frequently combined in alternating pattern for unusual effect. Ripple Blend provides “ready made” harmony with today’s popular interior color schemes. Sierra Rose and Willow Green, as well as the White finishes, are available in Twin-tex® Tile Board, rectangular units cross-scored to look like square Tile.

SCULPTURED
WHITE
has beautiful,
deeply embossed
surface.

LINEN WHITE
has fine
linen-like texture.
Highly light
reflective.

WHITE
PERFORATED
Popular choice for
“noisy” rooms.
Linen-like texture.
Standard and
Random perforated
patterns.





Ceiling: White Tile Board. Walls: Ripple Blend Finish Plank and Verti-Groove Hardboard



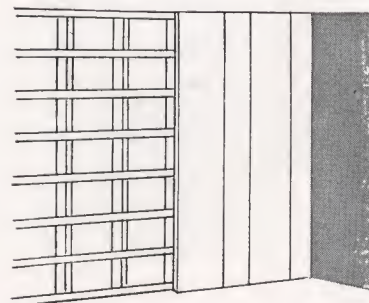
Ceiling: Perforated White Tile Board. Walls: Willow Green Finish Plank

CELOTEX INSULATING INTERIOR FINISHES ARE IDEAL FOR MODERNIZING

For adding new rooms . . . remodeling old rooms . . . or converting attics, porches, carports and basements into attractive extra living space . . . Celotex Insulating Interior Finishes are a wise choice because they combine beauty, comfort, economy, and easy installation.

The gay recreation room pictured above is a striking example of how a basement, porch or other space can be transformed into an inviting fun-center for family and friends — and a perfect spot for hobbies, club and Scout activities. Walls are Ripple Blend Finish Plank—except fireplace wall, which is Celotex Verti-Groove* Hardboard. Ceiling is White Tile Board. Cost of Celotex materials for a room like this is surprisingly low.

The all-purpose family room (photograph at right) has walls of Willow Green Finish Plank, and ceiling of White Perforated Tile Board. This is an excellent design for an added room—attractive, cheerful, comfortable.



For vertical application of Finish Plank, furring strips are spaced 12 in. apart.



For horizontal application of Finish Plank, furring strips are applied behind all joints.

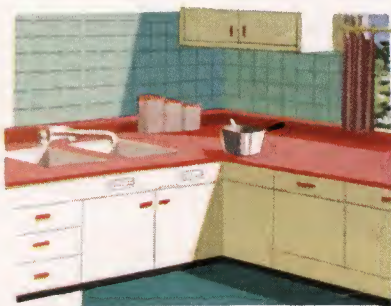
*Trade Mark



PERFORATED HARDBOARD has dozens of uses—partitions, “hang-up” boards for tools, kitchen utensils, decorative objects. Variety of hangers available from your Celotex dealer.



INTERIOR WALLS—Verti-Groove Hardboard, on upper walls; provides paneled appearance. Leather-Grain Hardboard, often used for wainscot, has decorative leather-like texture.



LAUNDRY, KITCHEN WALLS—Use Hardboard Tile, which has score lines impressed into surface, forming 4-inch squares. For remodeling, can be applied directly to old plastered walls with adhesive. Easily painted.

CELOTEX HARDBOARDS

Celotex Hardboards are hard, smooth, grainless wood-fiber panels. In the manufacturing process, selected timber is “exploded” into fine fibers which are cleaned, refined, and pressed into wide panels in thicknesses of $\frac{1}{8}$ in. to $\frac{5}{16}$ in. Also available in laminated thicknesses of $\frac{1}{2}$ in. and $\frac{3}{4}$ in.

Hardboards are strong, tough, scuff-resistant; easy to saw, glue, and paint. Made in plain and decorative finishes, in a variety of types. Some products and their special uses are illustrated here. Hardboards are a favorite home workshop material, too—for toys, furniture, cabinets, built-ins.

HARDBOARD LAP SIDINGS

Modern, wide lap sidings, pre-cut from Tempered Hardboard (extra strong, hard and moisture-resistant). Easy to paint. In 10 in., 12 in., 16 in., and 24 in. widths. Textbord* Siding has striated finish. Channel-Lap* Siding, used with special concealed aluminum channels, provides beautiful, smooth walls, with no nails visible.

VERTI-GROOVE* HARDBOARD SIDING

Panels are 4' wide, with square cut vertical grooves 4 inches on center—each panel creating the effect of 12 separate planks. Made of $\frac{5}{16}$ " thick Tempered Hardboard. Use for entire exterior wall finish or in combination with masonry, wood or other siding. Excellent, too, as an interior wall finish in recreation room, den, bedroom, living room.

HARDBOARD UNDERLAYMENT

Provides a smooth, firm, durable base of uniform thickness under resilient flooring such as asphalt, rubber, or plastic tile, and cork. Recommended for use over wood sub-floors in new construction, and over existing wood floors.

*Trade Mark

Channel-Lap Hardboard Siding—smooth, beautiful.



Verti-Groove Hardboard Siding above brick.



Hardboard Underlayment—base for resilient flooring.



ROOFS



While there are many kinds of roofing materials, it is interesting to note that government surveys show that 82% of the homes built today are roofed with *asphalt shingles*—tough-fibered felts, asphalt saturated and surfaced with mineral granules.

What is the reason for this preference?

Simply that high-quality asphalt shingles give you the most for your building dollar in four ways: (1) high resistance to the elements, (2) proved long life, (3) fire-resistant, carry Underwriters' Laboratories, Inc., Class C label, and (4) beautiful colors and textures that cannot be duplicated in any other kind of roofing.

All Celotex Home Plans specify Celotex Triple-Sealed Asphalt Shingles. The Triple-Sealed manufacturing process is a superior method of saturating, sealing, and armor-coating the heavy felt base with special asphalts before surfacing with granules. This process, plus rigid quality control insures long-life roofing.

Here's another important feature of Celotex Asphalt Shingles—they're *Color Harmonized*. That is, the colored mineral granules are selected and blended according to scientific formulae to create truly harmonized color effects. From the wide variety, you can choose a solid color, or one of the exclusive blends, that will harmonize perfectly with the exterior color scheme of your home.

ROOF IS KEY TO COLOR PLAN

The exterior color scheme of a house is usually dominated by the color of the roof. That's why it's important to select your roofing before or at the same time you decide on the color of the sidewalls.

Your roof may blend or contrast with sidewall color. A *blending* roof can contribute a definite hue to the color plan, or it may almost match sidewall color. *Contrasting* roof colors may be of pronounced or slight contrast. The chart on the opposite page will help you choose a roof color, and also suggests trim colors.

CONTRASTING ROOF

BLENDING ROOF

SIDEWALLS

SLIGHT CONTRAST

STRONG CONTRAST

SIMILAR COLOR

DIFFERENT COLOR

RED OR MAROON

ROOF—Driftwood Gray Blend
Pacific Gray Blend
TRIM—Gray or White



ROOF—Cedar Green Blend
Mediterranean Blue Blend
Silver Gray, White
TRIM—Light Green, Light Blue
or White



ROOF—Terra Cotta Red Blend
Spanish Red
TRIM—Gray or White



ROOF—Coral Blend
Walnut Brown Blend
Bronze Blend
TRIM—Beige, Gray or White



BUFF, CREAM OR IVORY

ROOF—Driftwood Gray Blend
Pacific Gray Blend
Silver Blue Blend
TRIM—White or Blue



ROOF—Cedar Green Blend
Mediterranean Blue Blend
TRIM—Lighter shade of roof color
or Yellow



ROOF—Walnut Brown Blend
Bronze Blend
TRIM—Brown, Cream or Green



ROOF—Coral Blend
Terra Cotta Red Blend
TRIM—Rust or White



GREEN

ROOF—Walnut Brown Blend
Gray Slate Blend
Bronze Blend
TRIM—Buff, Gray or Dark Brown



ROOF—Terra Cotta Red Blend
Spanish Red
TRIM—Green (lighter or darker
than walls) or White



ROOF—Pine Frost Blend
Cedar Green Blend
Evergreen
TRIM—Buff, Lt. Green or Charcoal



ROOF—Driftwood Gray Blend
Pacific Gray Blend
Silver Gray, White
TRIM—Gray or White



BROWN

ROOF—Pine Frost Blend
Gray Slate Blend
TRIM—Light Gray, Yellow or White



ROOF—Driftwood Gray Blend
Cedar Green Blend
Mediterranean Blue Blend
TRIM—Light Green or White



ROOF—Walnut Brown Blend
Bronze Blend
TRIM—White, Cream, Light Blue
or Light Green



ROOF—Coral Blend
Terra Cotta Red Blend
TRIM—Beige, White or Light Rust



WHITE OR LIGHT GRAY

ROOF—Terra Cotta Red Blend
Bronze Blend, Coral Blend
TRIM—Tan or any light color
such as yellow



ROOF—Mediterranean Blue Blend
Black, Cedar Green Blend
TRIM—Lighter shade of roof color,
Gray or White



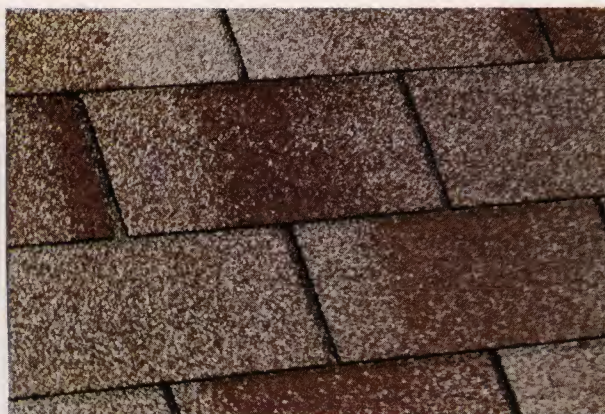
ROOF—Driftwood Gray Blend
Pacific Gray Blend
Silver Blue Blend
TRIM—Gray or any light color



ROOF—Pine Frost Blend
Coral Blend
Gray Slate Blend
TRIM—Any fairly light color



eight
popular choices of
CELOTEX COLOR HARMONIZED
thick-butt
asphalt shingles



BRONZE BLEND, PLAIN



PINE FROST BLEND, PLAIN



CORAL BLEND, PLAIN



PACIFIC GRAY BLEND, GRAINED



MEDITERRANEAN BLUE BLEND, GRAINED

DRIFTWOOD GRAY BLEND, PLAIN



CEDAR GREEN BLEND, GRAINED



WALNUT BROWN BLEND, GRAINED

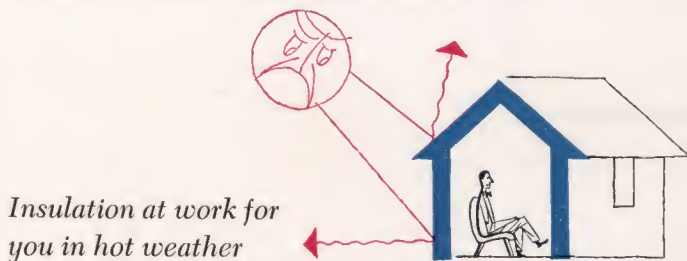




Wherever you build . . . no single feature will contribute more to the comfort and economy of your home than adequate insulation.

A home built without insulation is as out-of-date as one built without electrical outlets. And there is no excuse for building without insulation, because so much of it can be built into a home at no added cost. Even maximum insulation can be had at only a relatively small added cost over uninsulated construction.

Insulation acts as a barrier to the passage of heat. Your refrigerator is insulated to keep heat *out*. Your kitchen range is insulated to keep heat *in*. Insulation in walls and ceilings helps keep homes cooler in summer, warmer in winter, and saves fuel.

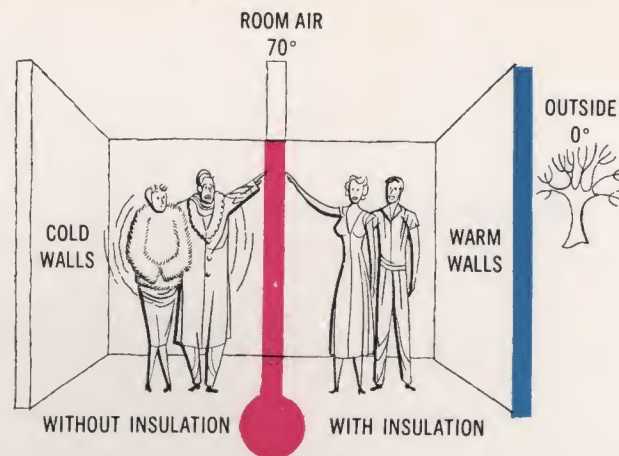


Insulation at work for you in hot weather

Nowhere does insulation add more to the enjoyment of home than in climates where summers are long and hot.

You know how stifling hot an attic can become, and how walls on the sunny side of the house may be hot to the touch. Without insulation to bar the way, this heat comes right through ceilings and walls—building up oppressive temperatures, making relaxation and restful sleep impossible. Insulated walls and ceilings hold back heat—help keep homes pleasantly cooler night and day.

If you plan to have a summer air-conditioning unit, complete wall and ceiling insulation is just as essential to its efficient and economical operation as it is to your refrigerator.



Insulation at work for you in Winter

Heat is always on the move—transferring itself from warm to cooler objects. The greater the temperature difference between the objects, the more rapid the transfer of heat.

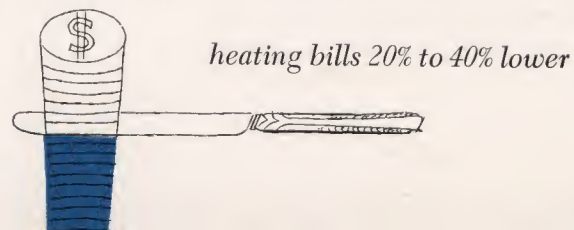
When *you* are the warm “object” and the walls of your house the cold, your body loses heat to the walls. When the temperature difference between you and the walls is too great, you are transferring (radiating) heat too rapidly and you feel chilled—even though the room air temperature is at a comfortable level. The cold walls are literally stealing too much heat from you.

Thus, the temperature of walls has as much to do with bodily comfort and health as air temperature. In reality, the warmer those walls are, the lower the air temperature required to keep you comfortable.

Insulated walls are warmer walls! Heat loss from your body to adequately insulated walls is reduced to a safe, healthful normal and you will be far more comfortable, even though room air temperature is actually lower.

Insulation reduces heating bills, too

Depending on the amount and completeness of insulation in your home, your fuel costs may be 20% to 40% lower than the same house built without insulation. And remember, this saving goes on year after year, as long as the house stands. Thus, you see, it's a costly mistake to build without insulation.



WHERE TO INSULATE



1. Celotex Rock Wool Blankets or Hand Pouring Home Insulation in ceiling below unheated attic.
2. Celotex Insulating Sheathing for exterior, with Celotex Rock Wool Blankets between studs.
3. Over "crawl" space, insulate floors with Celotex Rock Wool Blankets between joists, or Celotex Insulating Sheathing applied to underside of joists.
4. Celotex Insulating Sheathing on dormer walls.
5. Proper ventilation for all unused spaces above insulation.
6. Celotex Rock Wool Blankets over upper story rooms, in sloping ceilings and knee walls. Celotex Interior Finishes on walls and ceilings provide additional insulation.
7. Flexcell Perimeter Insulation for concrete floor slabs at grade.

BOTH WALL AND CEILING INSULATION ARE NECESSARY

The importance of *complete* home insulation in all climates is pointed out in the following two statements reprinted from U. S. Bureau of Mines Circular 7166:

"For typical suburban homes it has been estimated that 60% of the heat lost in winter filters through sidewalls and 40% through the roof."

"About one-third the heat gained in summer enters through sidewalls and two-thirds through the roof. Obviously both should be insulated for maximum year-round comfort and economy."

Be sure your home is built with genuine Celotex Insulation Board Products

The brand name CELOTEX identifies not just any kind of insulation board—but only that made with cane fiber, manufactured by The Celotex Corporation.

Examine a cut edge of any genuine Celotex Insulation Board product (such as Sheathing, Lath, or Interior Finishes) and you will see that its fibers are long, strong, and firmly felted and interwoven to act as reinforcement throughout the board. These are the tough, wiry Louisiana cane fibers that give Celotex board products their superior strength, high insulation value and job-proved durability.

And only genuine Celotex Insulation Board products are protected by the exclusive Ferox® process—a chemical treatment applied during manufacture—which has been demonstrated by laboratory tests and years of use to protect effectively against dry rot and termite attack.

Photograph of a piece of Louisiana cane, showing the long, tough fibers which are the basic material for manufacturing Celotex Insulation Board Products.



Check list for your

5 STEPS

to home ownership

1 SELECT YOUR SITE

It's wise to decide first of all *where* you're going to live—the community and the site itself. The site will influence many decisions about the house—even its dimensions and room layout. You may want a plan that takes advantage of a particular view, exposure, slope, or the location of trees.

- a. Zoned for residential building only? ☐
- b. Schools, transportation, shopping center, church locations meet family needs? ☐
- c. Check availability of gas, water, electricity, sanitary sewer ☐
- d. All special assessments and taxes paid? ☐
- e. Have title search and survey made ☐
- f. Investigate local building regulations ☐

2 DECIDE ON A PLAN

Now is the time to visit your building products dealer. If yours is to be a custom-built house, he can refer you

to an architect who specializes in home design. Your Celotex dealer can show you a wide selection of home plans within the style, size and cost range you have in mind. He will show you, too, the many types of building materials and equipment—the various windows, doors, cabinets, hardware, flooring, wall and roof materials. Working plans and specifications for the homes shown in this book are available through your Celotex Building Products dealer.

- a. Plan meets size and cost requirements? ☐
- b. Is house design well suited to site? ☐
- c. Examine samples of building materials ☐
- d. Select equipment ☐

3 SECURE AN ESTIMATE

Chances are you've had only "approximate" estimates up to this point. Whether or not you have secured your plan through your building products dealer, it's a good idea to take it to him and discuss materials and equipment. Your building contractor must know your preferences on these points in order to figure accurate construction costs.

- a. Any changes to be made in plans? Make them now because it's costly to make changes when your house is under construction ☐
- b. This is the time to estimate additional costs, too, such as architect's fee (if any), fill for lawn, shrubbery and grass seed, storm windows (if any), etc. . ☐

4 ARRANGE FOR FINANCING

FHA insured and other home mortgage loans may be made through banks, loan associations, life insurance and mortgage companies. The maximum amount of the loan depends on appraised value of house and lot, and on government regulations.

- a. Does your mortgage plan permit you to make principal payments in advance of schedule? . . . ☐
- b. Have you considered a life insurance plan that pays off the mortgage in case of death? ☐
- c. Does mortgage plan allow you to borrow additional money for property improvements (such as room addition) without costly re-financing? . . . ☐

5 BUILDING THE HOME

After the financing is arranged, you are ready to begin construction. Under the direction of a reliable contractor, progress will be smooth and rapid. His skill in planning each day's work, his sharp eye for details and his knowledge of materials and application come from long experience. He'll save you worry, expense, and mistakes.

- a. Before excavating is started, instruct your contractor to remove top soil that is likely to be covered over in final grading, and pile it to one side of the lot, to be spread later over filled area ☐
- b. Check with your contractor frequently to see that construction is progressing according to schedule. And remember, changes at this point increase cost and may delay completion of your home ☐

B. L. TABLER & SON

MOMMENCE, ILL.

Phone 112

Whether you're building, buying a new home already built, or modernizing an older home, your satisfaction depends greatly on the quality of the materials used.

Your best assurance of dependable quality is to buy from your established Celotex building products dealer, or from a builder he recommends, and to insist on products that have been proved in use.

For more than a third of a century the brand name CELOTEX has stood for top quality. Celotex products have been used in millions of homes and other buildings the world over—have proved their ability to stand up to time, wear, and weather.

The Celotex Corporation, 120 South La Salle Street, Chicago 3, Illinois

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BUILDING PRODUCTS